

# EMILY WINBERRY.

Content Creator and Marketing Specialist



## LOCATION

LOS ANGELES



## EMAIL

EM.WINBERRY@GMAIL.COM



## WEBSITE

EMWINBERRY.COM

## EDUCATION

California Polytechnic State University,  
San Luis Obispo CA  
SEPTEMBER 2014- JUNE 2018  
Bachelor of Science:  
Environmental Earth Science

## SKILLS

Project Management  
Filming and Video Editing  
Event Planning  
Adobe Suits (Photoshop, Illustrator, Premier Pro, After Effects)  
Constant Contact  
Canva  
Facebook Ads Manager  
Excel  
Smartsheets  
Drone operating

## WORK EXPERIENCE

### ▶ Marketing and Communications Specialist - Athens Services, Los Angeles MAY 2021 - PRESENT

- Storyboard, direct, film, and edit all video content for internal and external use (Internal: Training videos, Company-wide videos, educational videos. External: short form videos for social media channels, facebook ads, sales campaigns)
- Plan, coordinate and execute monthly video, photo, and drone shoots
- Transport, setup, and operate various production equipment, including cameras, audio, lighting equipment, props, and microphones for location and studio production
- Collect b-roll footage, as well as interview appropriate staff depending on video needs
- Manage video content calendar for all social platforms (Instagram, YouTube, Facebook, LinkedIn, and TikTok) for both paid and organics marketing campaigns
- Create, upload, optimize and report on content for YouTube channel
- Work closely with sales and marketing team to determine monthly video topics and prioritize which ones to prioritize/ execute in order to support company goals

### ▶ Freelance Marketing and Video Editing - Remote SEPTEMBER 2022 - PRESENT

- Consult with clients about marketing goals and develop a personalized marketing strategy for their business.
- Create weekly content (video, audio, and static) for clients to post
- Manage multiple marketing calendars and schedule posts for social platform

### ▶ Recycling Coordinator - Athens Services, Los Angeles SEPTEMBER 2021 - MAY 2021

- Conduct business site visits, intensive recycling training, and waste assessments per City of LA's Zero Waste Franchise, RecycLA
- Lead comprehensive recycling and composting training in person and through zoom
- Use creative techniques and communication skills to gain public interest in the importance of Recycling

### ▶ Water Conservation Assistant - LBWD, Long Beach MAY 2019 - SEPTEMBER 2021

- Assist and co-manage water conservation programs for indoor and outdoor water efficiency through outreach, education, and coordinated events and activities
- Partner with public affairs to strategize project plans, promote marketing and outreach media, and build support for emerging program opportunities

## PROJECTS

### PLAST.ick - Small Business Owner

This small business is a brainchild of my passion for environmentalism and creativity. Starting in 2020, I began collecting trash from the beach and recycling it into home goods and jewelry. Through collaborating with other like-minded environmentalists, I have transformed this hobby into a business with monthly community beach clean-ups, pop-up sales, and selling my products in sustainable stores. Check out [@ew\\_PLAST.ick](#) on Instagram.