



EMILY WINBERRY

SOCIAL MEDIA MANAGER DIGITAL CREATIVE

Freelance Social Media Management | June 2023 - Current

- Create and execute social media strategies for multiple long-term clients, driving audience growth and engagement
- From ideation to execution, I'm confident leading every stage of the content production process.
- Manage editorial calendars and provide monthly analytics and strategic consultations
- Clients include podcasts, small businesses, entrepreneurs, events, and more
- @offemarket @allisonoconor @arnoldmyintbna @experience_velocity @ew_plast.ick @PTTOW

Event Video Producer | November 2025

- Led social media video production for a 3-day live event, capturing and delivering real-time, high-engagement content.
- Conducted on-camera interviews with high-profile guest speakers, developing compelling questions and adapting dynamically on-site.
- Post event - Edited videos and created posting calendar

Social Media Manager | Cleo AI | March 2024 - April 2025

- Manage content calendar and quarter budget for all social media channels
- Contract influencers and content creators to evolve the brand and maintain social media trend fluency.
- Plan and manage campaigns from start to finish - lead meetings, allocate responsibilities, and collaborate with design, product, growth, and email marketing teams
- Plan and produce in-house video content and photography
- Present on monthly KPI performance
- Lead and managed key components of brand redesign across all social media channels

Video Marketing Coordinator | Athens Services | May 2021 - April 2023

- Developed and grew the company YouTube and Social Media channels from the ground up.
- Drove company initiatives of new customer acquisition through production of evergreen social media marketing content, including bespoke graphics and video content pieces.

Recycling Coordinator | Athens Services | September 2021 - May 2021

- Conducted business site visits, recycling training, and waste assessments per City of LA's Zero Waste Franchise, RecycLA

PROJECTS

Winberry World

- sewing, crafting, set design, photography, photo booth design, video production, editing. I love creating my world and bringing ideas to life.

PLAST.ick | Small Business Owner | April 2020 - Present

- Small business that merges a passion for environmentalism and creativity through upcycling trash into hair clips
- Conduct educational seminars for businesses and organizations, promoting recycling awareness and actionable steps for sustainability (Ilia Beauty, Cleo AI, local community centers)

Art Mart | Graphic Design/Events Planning | 2024

- Co-organizer of Art Mart, a craft market supporting small businesses in Los Angeles and serving as a mutual aid fundraiser, overseeing event planning, vendor outreach, and logistics coordination.
- Design promotional materials including flyers, posters, and social media content.

ABOUT ME

I'm born and raised in sunny Long Beach, CA. I have a camera, a notebook, and trinket on me at all times. I'm drawn to creativity, storytelling, and building meaningful connections through content.

CONTACT

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emwinberry.com

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EDUCATION

California Polytechnic State University,

San Luis Obispo, CA

Bachelor of Science: Environmental
Earth Science

SKILLS

Adobe Suites, CapCut, TikTok Ads Manager, Sprout Social, Jira, Asana, ClickUp, Facebook Ads Manager, Meta, Wix site manager, Mail Chimp, Facebook Business Suite, Google G-Suite, Notion, Canva, Drone Operation, Photography, Videography, Sewing, Hand Building, Jewlery Making, Gift Giving