

Emily Gill

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SUMMARY

Creative Media Production graduate moving into digital marketing, with a strong foundation in content creation, storytelling, and audience engagement. Currently building expertise in social media strategy, SEO, SEM, and email marketing. Excited to bring a mix of creativity and data-driven thinking to help brands grow and connect with their audiences.

KEY SKILLS

Screenwriting, Customer relations, Social Media Marketing, SEO & SEM strategies, Artificial Intelligence, Studio setup, Email Marketing & Automation, Metric Tracking, Content Strategy, Persona Building, Visual Framing, Lighting techniques, Sales and Promotions

TECHNICAL SKILLS

LeadPerfection, Salesforce CRM, HubSpot, Meta Ad Manager, MailChimp, SEMRush, ChatGPT, Google Ads, Google Analytics, Adobe Creative Cloud, Windows Operating System, Inception

EDUCATION

Ziplines Education

Certification in Digital Marketing Sciences

Apr '26 - Jun '26

Oklahoma, City, OK

University of Oklahoma

Bachelor Degree of Art in Creative Media Production

Aug '20 - May '24

Norman, OK

PROFESSIONAL EXPERIENCE

Brand Ambassador

Renuity (Statewide Remodeling)

Jan '26 - Mar '26

Oklahoma City, OK

- Engaged with customers, face-to-face, to help potential customers arrange free in-home consultations for home renovation services
- Collaborated with the team to meet the daily goal of 3 leads and the weekly goal of 15 leads
- Established appointments and assisted customers clearly and professionally

Team Lead

Red Door Escape Room

Jun '24 - Jan '26

Oklahoma City, OK

- Directed and communicated with coworkers to ensure an optimal guest experience
- Maintained and operated our social media page by creating content 3-4 times a week to encourage customer engagement
- Ensured smooth sales operations and achieved our monthly sales quotas of 10%-15% LDOs

OU Nightly Production Member

Gaylor College of Journalism and Mass Communication

Jan '23 - May '24

Norman, OK

- Upheld the deadline of 4:30 pm show start-time and fostered strong team collaboration through thorough communication
- Formed a team in a high-pressure environment 3 times a week to produce an hour-long show in a variety of different roles
 - Oversaw the Camera Operator, Video Producer, Live-Shot Crew Leader & Coordinator, Master Control, and Audio, while being a member of the Web Team

CERTIFICATIONS

- HubSpot Email Marketing Certification
- Google Analytics Certification
- HubSpot Email Marketing Certification