Emily Gilburt

Communications & Marketing Professional

Profile: A passionate marketing professional aiming to bridge business with an empathy-driven, storynomic approach to marketing.

EXPERIENCE

The Educational Opportunity Program at the State University of New York, Albany NY — *Marketing and Communications Coordinator and Campus Liaison*

JULY 2024 - PRESENT

- Leading and executing state-wide ad campaigns
  - Overseeing end-to-end creative strategy, messaging, and graphic/video design to encompass our 54-campus program
  - Contributing to a 94.1% increase in total EOP applications (since 2023)
- Rebranding with a data-informed and strengths-based approach
- Designing drip-campaigns, newsletters, and bulk email blasts
  - Segmenting key audiences to provide tailored messaging
  - Improving open rates from 27.9% to 72%
  - Creating a funnel to convert interested students into applicants
  - Alumni newsletter and event invites
- Overseeing, managing and revitalizing social media accounts
  - Resulting in a 151% increase in followers
  - Expanding to new platforms
  - Creating toolkits for sub-campuses to utilize – fostering more system-wide cohesion
- Supervising and mentoring a team of social media interns
- Building a customized, internal resource website for directors
- Creating print and digital assets for legislative advocacy efforts, events, advertising, program promotion, etc...
- Revamping UX/web for SUNY EOP page and monitoring analytics
  - Lead a thoughtful redesign to triage the most pertinent information, targeting a cold student audience, and bolstering accessibility and readability.

The Firefighters Association of the State of New York (FASNY), Albany NY — *Marketing Manager*

SEPTEMBER 2022 - JULY 2024

- Acting as liaison and intermediary between internal actors (leadership, committees, and employees) and the marketing vendor



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EDUCATION

SUNY Albany, NY— *MSW, Advanced Standing*

2021, Summa Cum Laude, GPA 3.95

McDaniel College, MD — *B.A in Social Work (Honors Program)*

2020, Magna Cum Laude, GPA 3.82

SKILLS

- Supervising
- Brand design
- Digital advertising
- Strategic messaging
- Professional writing
- Social media
- Email marketing
- Website/HTML/SEO
- Graphic design
  - Adobe Creative Suite
    - InDesign
    - Premiere Pro
    - Illustrator
    - Photoshop
  - Canva
  - PowerPoint/Google Slides
- Video editing
- Consulting
- Advocacy comms
- Outlook & SharePoint

- Managing and overseeing state-wide campaigns and marketing projects
- Writing and designing print materials (banners, mass mailings, event brochures, donation appeals), video, and digital materials
- Managing website (WordPress), event registration pages (Nimble/Salesforce), e-blast communications (Campaign Monitor), and advocacy software (VoterVoice), disseminating content to an audience of 20k+
- Editor of The Volunteer Firefighter (with a viewership of 30k)

St. Catherine's Center for Children, Albany NY— *Marketing & Community Relations Coordinator*

MAY 2021 - SEPTEMBER 2022

- Leading the Agency's new website initiative
- Implementing Google Analytics and Meta Insights into both the web-design process and social media content curation
- Rebranding all graphic Agency marketing materials
- Leading external and internal communications through social media, commercials, promotional graphics, and monthly newsletters (Constant Contact)
- Co-Chair of the Employee Activities Committee

PROJECTS

Actively Moving Forward: Debbie's Kindness Challenge — *Project Developer & Coordinator*

LAUNCHED FEBRUARY 2018

- Collaborating with Healgrief and Actively Moving Forward executives to produce a national campaign
- Garnering funding for youth grief programs via social media
- Designing the campaign landing page

The Great Record Store of Alexandria — *Project Lead*

LAUNCHED MAY 2021

- Designing a logo for the emerging company
- Increasing customer acquisition by creating a user-friendly website and digital store

AWARDS

-Dr. Mary Elwell Distinguished Social Work Award

-McDaniel College College Scholars Program

-Departmental Honors Research