

Emily Gilbert

Communications & Marketing Professional

Profile: A passionate marketing professional aiming to connect the business world with a narrative-driven understanding of human behavior

EXPERIENCE

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

SEPTEMBER 2022 - PRESENT

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

Albany Leadership High School, Albany NY — *Graduate Student Intern*

2020 - 2021

- Producing an e-manual for students to navigate online learning
- Engaging and connecting students with mental health resources through school social media initiatives
- Designing user-friendly online mental health screening



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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

- Project Management
- Professional Writing
- Social Media
- Graphic Design
 - Adobe, Krita, Canva, PowerPoint, Google Slides
- Video Editing

AWARDS

–*Dr. Mary Elwell Distinguished Social Work Award*

–*McDaniel College College Scholars Program*

–*Departmental Honors Research*

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

