

Emily Gilbert

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 implementing state-wide ad campaigns
 - Overseeing end-to-end creative strategy, messaging, and graphic/video design to encompass our 54-campus program
 - Annual ad spend of \$140,000
 - Resulting in a 45% increase in EOP enrollment (since 2024)
- Rebranding with a data-informed and strengths-based approach
- Designing drip-campaigns and bulk email blasts
 - Segmenting key audiences to provide tailored messaging
 - Creating a funnel to convert interested students into applicants
 - Alumni newsletter and event invites
- Overseeing and revitalizing social media accounts
 - Resulting in a 76% increase in followers
 - Expanding to new platforms
 - Creating toolkits for sub-campus to utilize – fostering more system-wide cohesion
- Supervising and mentoring 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
- Managing and overseeing state-wide campaigns and marketing



Email: ergilburt@gmail.com

Portfolio: ergilburt.com

Phone: 301-300-4262

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

- 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