



- COLUMBUS, OHIO
- 614-330-1920
- DEBBIEGILLUM@GMAIL.COM
- DEBBIE-GILLUM.COM

## PROFILE

Creative, customer-centric and thrifty digital marketer; published, experienced and engaging writer with SEO knowledge; proven ability to develop and implement results driven online marketing strategies.

## EDUCATION

**Denison University**  
**Bachelor of Arts in English and Communication**  
3.74 GPA | May 2014

**Danish Institute of Study Abroad**  
Copenhagen, Denmark  
Spring 2013

## INVOLVEMENT

**Women in Digital**  
Board Member

**Columbus Arts Festival**  
Committee Member



## DIGITAL MARKETING EXPERIENCE

### MARKETING AND DIGITAL COMMUNICATIONS SPECIALIST VOLUNTEERS OF AMERICA OHIO & INDIANA | 2017 - PRESENT

- Manage, format and update web content, using a CMS to create fresh and dynamic content in an error-free manner
- Develop strategic digital internal and external communications and coordinate email newsletters for multiple audiences
- Manage social media content calendar, measure analytics, create engaging written and visual posts, and produce videos

### CONTENT AND MEDIA MANAGER

#### LAST CALL TRIVIA | 2017- 2018

- Part-time: wrote and formatted blogs in Wordpress, crafted social media posts and graphics and managed content calendar
- Reported on weekly social media analytics, and used that data to influence future marketing team decisions

### FREELANCE REPORTER

#### THISWEEK NEWS | 2014 - 2017

- Wrote 153 published fact-checked articles in AP Style, took photographs, and attended city council and school board meetings

### COMMUNICATIONS REPRESENTATIVE

#### THE LONGABERGER COMPANY | 2014 - 2015

- Strategically managed social media accounts, organized large events and wrote product copy and internal magazine articles

### MARKETING SPECIALIST

#### PET WELLNESS VETERINARY CLINIC | 2007 - PRESENT

- Part-time: manage marketing strategy, post engaging social media content, write blog posts and respond to all clients

## SKILLS

- Web content development
- Campaign development
- Social media strategy
- Google Analytics
- Brand marketing
- Copywriting
- Adobe Creative Suite
- Microsoft Office
- Wordpress
- MailChimp
- HTML
- CMS

"...a clear communicator who follows through and pays close attention to deadlines..."

"...thrives on new challenges and demonstrates a high level of initiative in her work..."

"...she is inquisitive, a good listener, upbeat, and has a contagious smile..."