



Columbus, Ohio

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debbiegillum.com

PROFILE

Creative and thrifty digital marketing pro with passionate writing skills and 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

Together Digital
Founding Member, Board Secretary, and Treasurer

AAF Columbus
Member and Communications Committee Volunteer



DIGITAL MARKETING EXPERIENCE

Digital Marketing Specialist

MedVet | 2019- Present

- Manage social media channels, online communities, share patient success stories, monitor engagement plus weekly KPIs and encourage creation of user generated content
- Creating and implementing new social media strategies and seasonal campaigns
- Use online reputation management to prevent and escalate potential crises
- Increased Facebook engagement by 40% across 25 pages in one month.
- Archived a 20% growth in LinkedIn page followers in five months. We saw a 69% increase in the number of post impressions and increased our engagement by 82% in one month.

Marketing and Digital Communications Specialist

Volunteers of America Ohio & Indiana | 2017 - 2019

- Created high-quality social media content based on brand guidelines
- Shared weekly analytics and recommendations with the leadership team
- Grew @voathrift Instagram audience from 30 to 700+ followers
- Managed a digital marketing budget of over \$5,000
- I grew our VOA OHIN Facebook page likes from 2,592 to 4,757 (an 83% increase)
- Worked with thrifty fashion influencers by negotiating rates, discussing brand guidelines, monitoring their posts and analyzing the ROI of the campaign.

Marketing Specialist

Pet Wellness Veterinary Clinic | 2007 - 2019

- Managed marketing strategy, posted engaging social media content, wrote SEO-optimized blog posts and responded to online messages
- Built an active Facebook community of 1,400 Columbus pet-owners
- Grew the number of website visitors by 50% in 2018.

Content and Media Manager

Last Call Trivia | 2017- 2018

- Wrote blog posts, crafted social media posts with graphics and managed the content calendar. Reported weekly analytics to the marketing team and did live social media posting during the annual nationwide trivia competition.

Freelance Reporter

ThisWeek News | 2014 - 2017

- Published 153 fact-checked news articles in AP Style, took photographs, and attended weekly city council and school board meetings

Communications Representative

The Longaberger Company | 2014 - 2015

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

SKILLS

- Adobe Creative Cloud
- Brand strategy
- Copywriting
- Google Analytics, AdWords
- HTML
- Paid social media
- Photography
- Search engine optimization
- Social listening tools
- Social media management
- WordPress
- Videography

"...a clear communicator who follows through and pays close attention to deadlines..."
- supervisor at Last Call Trivia

"...thrives on new challenges and demonstrates a high level of initiative in her work..."
- supervisor at Volunteers of America