



Columbus, Ohio

614-330-1920

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debbiegillum.com

PROFILE

Creative and passionate digital marketing pro with strong writing skills and SEO knowledge; able 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

CERTIFICATIONS

HubSpot Certified

Social Media, Content Marketing
and Marketing Software

Google Analytics

INVOLVEMENT

Together Digital

Founding Member, Board
Secretary, and Treasurer

AAF Columbus

Member and Communications
Committee Board Member



@Debbie_Gillum

DIGITAL MARKETING EXPERIENCE

Communications and Marketing Specialist

The Ohio State University College of Veterinary Medicine | 2020 - Present

- Create digital communications, social media content and email marketing for the College of Veterinary Medicine and the Veterinary Medical Center
- Write marketing communications materials like newsletters, webpages, and flyers
- Manage Facebook, Instagram and Twitter social media accounts

Digital Marketing Specialist

MedVet | 2019 - 2020

- Implement marketing strategies to support veterinary hospitals across the nation
- Managed social media channels, online communities, monitored weekly KPIs
- Wrote, designed and analyzed a quarterly email newsletter to referring veterinarians
- Increased Facebook engagement by 40% across 25 pages

Marketing and Digital Communications Specialist

Volunteers of America Ohio & Indiana | 2017 - 2019

- Created high-quality social media content based on brand guidelines
- Launched monthly email newsletters for thrift stores, auto auctions and donors
- Grew @voathrift Instagram audience from 30 to 700 followers

Marketing Specialist

Pet Wellness Veterinary Clinic | 2007 - 2019

- Managed website, posted social media content, wrote blog posts and web responses
- 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 and reported weekly analytics
- Led live social media posting during the annual nationwide trivia competition

Freelance Reporter

ThisWeek News | 2014 - 2017

- Published 153 news articles in AP Style and took dynamic photographs

Communications Representative

The Longaberger Company | 2014 - 2015

- Strategically managed social media accounts, wrote product copy and magazine articles

SKILLS

- Adobe Creative Cloud
- Brand Strategy
- Copywriting
- Google Analytics, AdWords
- HTML
- Paid social media
- Photography
- Search engine optimization
- Social listening
- Social media management
- WordPress
- Videos for social media

"...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