



Columbus, Ohio  
debbiegillum@gmail.com  
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