



EMILY MC SHANE

EDUCATION

2015-2019

BAYLOR UNIVERSITY

BACHELOR OF ARTS

- Major in Film & Digital Media
- Minor in Business Administration

SKILLS

- **Live Video Production**
 - Director & Producer
 - Camera Operation
 - Lighting & Audio Setup
- **Video Editing**
 - Adobe Premiere Pro
 - Adobe After Effects
 - Adobe Audition
 - Multi-Cam Editing
 - Frame.io Workflow
- **Graphic Creation**
 - Adobe Photoshop
 - Adobe Illustrator
 - Canva
- **Content Strategy & Optimization**
 - Script-Writing
 - Analytics & Performance Tracking
 - YouTube SEO
- **AI Software**
 - Chat GPT
 - Gemini
 - Eleven Labs

CONTACT



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EXPERIENCE

2022 - Present

PODCAST DIRECTOR

NUVIA DENTAL IMPLANT CENTER

- Oversee and manage end-to-end company podcast operations, ensuring brand alignment, compliance, and publishing across YouTube, Facebook, Spotify, and Apple Podcasts.
- Manage a team of podcast content creators and editors, providing creative direction and detailed feedback on scripts and video edits.
- Script, host, and direct podcast episodes featuring real patient stories, using emotionally driven storytelling to convert viewers into qualified leads and sales.
- Analyze video performance metrics and apply insights to improve content strategy, consistently helping the team hit monthly goals for qualified leads and sales.

2020-2022

DIGITAL MEDIA MANAGER

ONIT HOME

- Wrote and produced brand-aligned video advertisements and tutorials for YouTube, while serving as an on-camera talent
- Led a dynamic social media team, driving content creation, scheduling, and engagement strategies across multiple platforms, resulting in increased brand awareness and audience engagement
- Developed compelling digital and print designs, including sales slicks, brochures, and flyers, to enhance marketing efforts

2021

CONTENT PRODUCER

SPURS SPORTS & ENTERTAINMENT (SAN ANTONIO SPURS - NBA)

- Assisted in creating engaging social media, website, and broadcast content for renowned sports teams including the San Antonio Spurs and San Antonio FC
- Operated professional-grade video, audio, and lighting equipment to ensure seamless coverage of live sporting events

2019-2020

VIDEO CONTENT ASSOCIATE

PROTECT AMERICA HOME SECURITY

- Produced, directed, filmed, and edited compelling video advertisements for YouTube, ensuring alignment with brand and content messaging
- Served as an on-camera personality/talent for YouTube videos, effectively delivering key messages and engaging the audience