



EMILY  
MC SHANE

EDUCATION

2015-2019

BACHELOR OF ARTS

BAYLOR UNIVERSITY

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

SKILLS

- Digital Marketing
- Video Production
- Script-Writing
- Analytics and Data Interpretation
- Creative Thinking
- Team Collaboration
- Adobe Creative Suite
  - Adobe Premiere Pro
  - Adobe After Effects
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe InDesign

CONTACT



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EXPERIENCE

2022 - Present

NUVIA DENTAL IMPLANT CENTER

CONTENT CREATOR

- Conducted in-depth interviews with patients, documenting their dental implant journey and capturing compelling stories for various distribution
- Wrote and produced compelling videos showcasing the benefits of dental implants, distributed across various platforms, while serving as an on-camera talent
- Oversaw the creation and management of a captivating podcast series, coordinating content planning, script development, recording, editing, and distribution to grow a dedicated listener base

2020-2022

ONIT HOME

DIGITAL MEDIA MANAGER

- 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

SPURS SPORTS & ENTERTAINMENT

PART-TIME CONTENT PRODUCER

- 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

PROTECT AMERICA

VIDEO CONTENT ASSOCIATE

- 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