

EMILY MC SHANE

VIDEO PRODUCER
DIRECT-RESPONSE MARKETER
ON-CAMERA TALENT

CONTACT

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PORTFOLIO
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EDUCATION

BAYLOR UNIVERSITY
BACHELOR OF ARTS
2015 – 2019

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

SKILLS

Video Production

Director & Producer, On-Camera Talent & Hosting, Camera Operation, Lighting & Audio Setup

Content Strategy & Direct-Response Marketing

Direct-Response Script-Writing, Analytics & Performance Tracking, YouTube SEO

Video Editing

Adobe Premiere Pro, After Effects & Audition, Multi-Cam Editing, Frame.io Workflow

Photography

Patient & Portrait Photography, Before-and-After Documentation

Graphic Creation

Adobe Photoshop, Illustrator, Canva

AI Software

Eleven Labs, Adobe Firefly, ChatGPT, Claude, Gemini, Poppy AI

EXPERIENCE

NUVIA DENTAL IMPLANT CENTER

PODCAST & YOUTUBE DIRECTOR

2023 – Present

- Direct the company's YouTube channel and podcast strategy end-to-end, overseeing brand alignment, compliance, and publishing across YouTube, Facebook, Spotify, and Apple Podcasts.
- Lead and mentor a team of two video editors, providing creative direction and detailed feedback on scripts and video edits.
- Host, script, film, and direct YouTube and podcast episodes featuring candid patient and doctor interviews, using emotionally driven storytelling to convert viewers into qualified leads and sales.
- Grew the YouTube podcast video series to 1.5M+ total views and 137,000+ watch hours across 140+ episodes, while increasing qualified organic leads nearly 4x year-over-year (428 to 1,661).

CONTENT CREATOR

2022 – 2023

- Interviewed and filmed patients throughout their treatment journey – from initial appointments through surgery and smile reveal – capturing authentic, emotionally resonant stories.
- Edited and produced YouTube videos from patient footage engineered to drive direct action, turning patient stories into qualified leads and booked appointments.

ONIT HOME

Joined ONIT Home in 2020 with the rest of the Protect America marketing team.

DIGITAL MEDIA MANAGER

2020 – 2022

- Scripted, produced, and filmed brand-aligned video advertisements and tutorials for YouTube while serving as on-camera talent.
- Led a social media team, driving content creation, scheduling, and engagement strategy across multiple platforms to grow brand awareness and audience engagement.
- Developed digital and print marketing designs, including sales sheets, brochures, and flyers, to strengthen marketing campaigns.

SPURS SPORTS & ENTERTAINMENT (SAN ANTONIO SPURS – NBA)

CONTENT PRODUCER (PART-TIME)

2021

Held concurrently with the Digital Media Manager role at ONIT Home.

- Created engaging social media, website, and broadcast content for professional sports organizations, including the San Antonio Spurs and San Antonio FC.
- Operated professional-grade video, audio, and lighting equipment to deliver seamless coverage of live sporting events.

PROTECT AMERICA HOME SECURITY

VIDEO CONTENT ASSOCIATE

2019 – 2020

- Produced, directed, filmed, and edited compelling video advertisements aligned with brand and content messaging.
- Served as on-camera talent for YouTube videos, delivering key messages and engaging audiences.