

# Emily Harmon

## CONTACT

515.669.4409

emilyharmon55@gmail.com

emilyharmon.com/about

## EDUCATION

### M.F.A. Cinema Directing

*Columbia College Chicago*

3.9 GPA | December 2018

### B.S. Journalism + International Studies

*Iowa State University*

3.82 GPA | May 2013

## SKILLS

- Project Management
- Digital Content Creation
- Writing
- Email + Social Media Marketing

## SOFTWARE

- Asana
- Adobe Photoshop
- Adobe Premiere Pro
- Mailchimp | Iterable
- Microsoft Office Suite

## REFERENCES

*Available upon request*

## PROFILE

I'm a marketing professional and an award-winning filmmaker who loves storytelling and inspiring audiences to take action. I teach yoga, have a chocolate lab obsession, and volunteer with the Weiss Scholarship Foundation to help bolster educational opportunities for kids in Dago, Kenya.

## EXPERIENCE

### PRODUCTION MANAGER

*Des Moines, Iowa | July 2022 - present | Dotdash Meredith*

- Produce Health and Real Simple brand newsletters
- Serve as the single point of contact for production of all project initiatives and revisions for Health and Real Simple brand newsletters
- Monitor email trends and advise on best practices

### MARKETING PROJECT MANAGER

*Des Moines, Iowa | Feb. 2020 - July 2022 | Lutheran Services in Iowa*

- Managed the daily workflow of the Marketing team and the development of print, digital, social, and advocacy projects and materials for LSI's six service lines
- Created, and improved execution of, annual marketing plans to help achieve the business goals of LSI service lines
- Produced, directed, and distributed LSI films and multimedia projects; led work with external vendors to achieve the creative vision
- Managed and crafted content for LSI's main Facebook and LSI's Foster Care Facebook - increased followers by 44%; led creation of LSI Global Greens' Facebook and Instagram
- Managed Facebook ads for LSI's six service lines
- Developed and implemented monthly metrics reports
- Provided input for the LSI brand and all external marketing materials, helping ensure a consistent and effective brand message was achieved

### DIGITAL CONTENT COORDINATOR

*Des Moines, Iowa | May 2019 - Feb. 2020 | Contract | Service Employees International Union*

- Created daily content, from graphics to video, for nationwide social channels, email campaigns, and web pages; based content on daily labor market research
- Developed and implemented social media strategy for injecting Fight for \$15 campaign narrative into 2020 political cycle
- Managed and created content for Iowa Fight for \$15 Facebook and Twitter accounts
- Covered events via live tweeting and videography

### FILMMAKER AND PRODUCER

*What Remains | Bonn, Germany | May - June 2018*

Produced, directed, shot, and edited documentary short film on CARE International's Climate Heroine Antje Grothus' fight to save the remaining 10% of a forest from an energy company determined to cut what remains

*American Life | Chicago, Illinois | May 2017 - Dec. 2018*

Directed and co-wrote fiction short about 17-year-old Michael who uses boxing for moments of escape from the violence surrounding him in his Chicago community

*Best Short, Boston Film Festival, 2019*

*Happy Tragedy | Chicago, Illinois | Aug. 2017 - Jan. 2018*

Produced, directed, and shot documentary short film about how a young man navigates his first few months living with HIV, while not giving up on his dream of acting

*Winner, First in the Nation Film Festival, 2020*

### ONLINE ORGANIZER

*Des Moines, Iowa | April 2014 - Aug. 2016 | Iowa Citizens for Community Improvement*

- Created digital content and managed email marketing, social media, and websites; assessed content needs based on monthly metrics
- Grew Facebook likes 173% and Twitter followers 193%; tripled email list via integrated communications plan and multivariate testing
- Completed New Media Mentors 6-month strategic communications training

### ASSOCIATE DIRECTOR

*Iowa City, Iowa | Aug. 2013- April 2014 | Iowa United Nations Association*

- Recruited and managed teams of 8-10 volunteer interns per semester
- Managed social media, website contributors, and member database
- Facilitated the development and implementation of 1-2 fundraising events monthly
- Designed, wrote, and edited content for UNA's quarterly print publication for members