

EMANI GONZALEZ

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EXPERIENCE

Social Media Manager

Allyn Family Foundation/ Layla's Got You – Syracuse, NY June 2023 – Present

- Curate and manage daily social media content on Facebook, Instagram, and TikTok
- Create visually compelling promotional materials following the Brand Guide to maintain brand consistency and enhance brand visibility
- Track and analyze social media metrics to retain and gain new followers by creating informative and entertaining content centered around women's health issues

Content Creator Course

Syracuse University – Syracuse, NY Jan. 2023 – May 2023

- Created weekly short-form videos following current trends in the health and fitness industry
- Utilized Canva and Adobe Photoshop to create cover templates, motivational posts, and logos for social media pages
- Monitored and analyzed content performance using analytics tools to refine strategies and improve engagement

Casting & Development Intern

Crybaby Media & Glass Entertainment Group – Remote Jan. 2023 – Apr. 2023

- Researched creative talent for upcoming projects when requested
- Collaborated with the development team in providing feedback for new show ideas
- Assisted with research for new and existing projects

Executive Producer

Orange Television Network – Syracuse, NY Aug. 2022 – May 2023

- Secured clearance for filming in public and private locations throughout the city of Syracuse
- Created weekly production schedules, rundowns, scripts, and call sheets to prep for production shoots
- Shot and edited video footage of contestants on blind dating show and uploaded to Spectrum Channel 24, YouTube, and Facebook.

Producer, Creative Producing Course

Syracuse University – Syracuse, NY Aug. 2022 – Dec. 2022

- Assisted with developing clients' scripts by writing coverage and development notes
- Developed market plan for projects that included casting ideas, lookbooks, and sizzle reels
- Brainstormed ideas and delivered pitch presentations for projects including, studio remakes, TV series, and movies based on public domain material

Associate Producer

Go Girls Rock – Atlanta, GA Nov. 2021 – Aug. 2023

- Worked with the production team to create scripts, rundowns, and show formats
- Escorted guests to and from the studio or location, ensuring they are comfortable and well-informed about the show's format and expectations
- Handled any on-set issues or emergencies that may arise during production

SKILLS

Avid Media Composer
Adobe Premiere Pro, Photoshop
Microsoft Word, PowerPoint, Excel, Outlook
Instagram, Snapchat, Facebook, YouTube

EDUCATION

Syracuse University, S.I Newhouse of Public Communications
Master of Arts: Television, Radio, Film, May 2023

Clark Atlanta University
Bachelor of Arts: Mass Media Arts, May 2022