

# EMILY MAY

emilysmayy.com  
emilysmayy@gmail.com  
720.557.0167

A natural born storyteller with an eye for good design. I promote strategic thinking, collaboration, & creative problem solving; producing iconic experiences for some of the most prominent brands in the world.

## EDUCATION

University of Colorado – Denver  
MA, Information & Learning Technologies  
(ILT), Instructional Design & Adult Learning

University of North Carolina at Greensboro  
BA, Media Studies, Film & Video Production

## TRAINING

Knowledge Movers  
Project Management Professional (PMP)

## SKILLS & APPLICATIONS

### DESIGN

ADDIE (ISD) Model  
Adult Learning Theory  
Camtasia  
Storyline  
Photoshop  
Storyboards  
Design Documents  
Training & Tutorials

### PROJECT MANAGEMENT

Advertising  
Online Collaboration  
Scope & Budgeting  
Risk Management  
MS Suite  
Basecamp

### MARKETING

Social Media  
Influencer  
WordPress  
Online Publishing  
Basic HTML  
SEO  
Analytics

### VIDEOGRAPHY & PHOTOGRAPHY

Direction  
Production  
Editing  
Livestreaming  
Final Cut Pro  
iMovie  
Audacity

## HONORS

2014, 2015, 2016 IBM Leadership Award

## EXPERIENCE

**IBM** DENVER, CO  
Social Media Strategist

2013 – Present

- Establish & lead global social strategy for IBM Watson Commerce that drive business results (grew social KPIs over 2x in 2016 & put in place foundation to track clicks).
- Analyze metrics & advise on strategy to increase KPIs—demonstrating value to company objectives and bottom line.
- Write copy for blogs & social posts. Provide creative direction that positions IBM as an industry leader, engages our audience, & generates leads.
- Train executives, SMEs, influencers, & employees on social media use & best practices.

**University of Colorado Denver** DENVER, CO  
Teaching Assistant Technologist

2015 – 2016

- Developed & led web-based faculty trainings on effective use of pedagogically sound course design within Canvas LMS.
- Co-developed Pedago.me, a grassroots online community for Instructional Design professionals, which includes online pedagogy, networking & job opportunities, portfolios, & blog syndication.
- Presented Pedago.me at the 2016 Teaching & Learning Technology Symposium.
- Worked with the Colorado Department of Education (CDE) to re-design 14 training modules in the Early Language and Literacies Series to include new interactivity, video / animation, & assessments.

**American Cancer Society (ACS)** DENVER, CO  
Volunteer Coordinator

2012 – 2013

- Identified, approached, & trained over 50 volunteers to assist 400+ attendees during the ACS 100th Birthday Gala fundraising event, resulting in \$250K in donations.
- Supported cross-team coordination & facilitated communication between caterer, venue staff, & other ACS committee members.

2012 \_\_\_\_\_  
**Faction Media**  
DENVER, CO, Project Manager

2010 – 2011 \_\_\_\_\_  
**Publicis Healthcare**  
NEW YORK, NY, Associate Project Manager

2009 – 2010 \_\_\_\_\_  
**IOMEDIA**  
NEW YORK, NY, Account & Project Manager

2008 – 2009 \_\_\_\_\_  
**FCB Healthcare**  
NEW YORK, NY, Traffic Manager