

Spencer Gillard

he/him

gillard.spencer@gmail.com | spencergillard.weebly.com | linkedin.com/in/spencergillard

Art Director / Social Media Manager

working everyday to blend art and advertising while always putting people first

SKILLS

Account Management
Adobe InDesign
Adobe Lightroom
Adobe Photoshop
Adobe Premiere Pro
Advertising
Art Direction
Brand Journalism
Branding
Campaign Planning
Communication
Community Engagement
Content Creation
Content Strategy/Management
Client Relations
Copywriting
Copy Editing
Creative Strategy
Customer Service
Event Planning
Flawless Execution
Google Workspace
Graphic Design
Hiring/Recruiting
Marketing
Meta Business Suite
Microsoft Office
Organic Growth
Paid Advertising
Photography
Problem Solving
Production
Project Management
Public Relations
Slack
Social Media Management
Instagram
TikTok
LinkedIn
Facebook
X/Twitter
VSCO
Social Media Optimization
Strategy
Team Leader
Videography

EDUCATION

Colorado State University
2012 - 2015
BA | Journalism
+ Media Communication

University of Colorado Boulder
2011 - 2012
PreJournalism - Advertising

EXPERIENCE

SOCIAL MEDIA + MARKETING MANAGER | AUGUST 2023 - present

Gaylord KOA and Gaylord South/Bradford Lake KOA

Part-time role that includes art direction, graphic design, copywriting, coordinating with photographers/videographers, event promotion, marketing campaigns, advertising, social media strategy, project management, web design, content creation and curation, and brand management.

SOCIAL MEDIA MANAGER + PHOTOGRAPHER | JAN 2021 - MAR 2023

First Pres Colorado Springs

Producer role and brand manager for nonprofit, position included art direction, graphic design, copywriting, photography, videography, event promotion, ad campaigns, advertising, social media strategy, project management, public relations, customer service, web design, script writing, copy editing, internal and external communication.

TEAM MEMBER + SOCIAL MEDIA MANAGER | MAY 2019 - MARCH 2020

The Wild Goose Meeting House

Two part-time roles for local eatery and center for community engagement.

As Team Member - position focused around retail as customer service as line cook, dishwasher and server.

As Social Media Manager - position focused on photography, copywriting, content curation and social engagement while collaborating with photographers and local influencers with goal of boosting community engagement, promoted events and products.

LEAD GRAPHIC DESIGNER + INTERN COORDINATOR | JAN 2018 - FEB 2019

Wolf & Key Marketing

Department head and project leader in visual design for marketing/advertising agency. Also collaborated on copywriting, social media campaigns, photography, videography and account management. Role included vendor and client relations, as well as hiring role, creating and implementing internship program, and project management.

GRAPHIC DESIGN INTERN | OCTOBER 2017 - JANUARY 2018

Wolf & Key Marketing

Graphic designer and social media content creator/curator for advertising agency. Streamlined in-house design process. Collaborated with Web Design Team creating paid advertising campaigns.

VIDEOGRAPHER | JUNE 2016 - AUGUST 2016, JULY 2017 - AUGUST 2017

Eagle Lake Camps

Recurring contract role - shot, edited and produced promotional and recruiting videos for marketing and social media projects. Modernized video editing style and updated process.

GRAPHIC DESIGNER + MARKETING/PUBLICITY ASST | JUN 2015 - JAN 2016

Colorado State University Center for the Arts

Content creator, marketing strategist, graphic designer, copywriter, brand journalist and social media assistant. Maintained print shop and promotional displays. Assisted in intern and cross department training.

CONTENT CREATOR | SEPTEMBER 2014 - present

Spencer Gillard (self)

Freelance contractor working for a variety of clients, businesses and nonprofits. Work included graphic design for digital and print materials, social media and digital marketing consulting, studio, portrait and product photography, videography and video editing, social media advertising and campaigns, and social media management.