

EMILY MAXWELL

Creative social media strategist and content creator with a background in education and freelance design. Skilled in content planning, analytics, and multimedia production. I craft scroll-stopping visuals and high-converting campaigns that grow engaged communities across Instagram, Facebook, and TikTok.



Design Portfolio:
emilymaxwelldesigns.com



Broomfield, CO



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301-512-7547

PROFESSIONAL EXPERIENCE

Forefront Health

JULY 2023-PRESENT

Content Coordinator & Social Media Manager
Boulder, Colorado

- Manage and execute all organic social content across Instagram & Facebook, producing 5–7 posts weekly, including Reels and carousel graphics utilizing Canva & Capcut.
- Develop engaging captions and video scripts while maintaining a consistent, on-brand voice.
- Lead content creation: film, edit, and syndicate short and long-form video across platforms; assist with product photoshoots.
- Help maintain and optimize content & social media calendars to align with marketing strategy.
- Track, analyze, and report on social content metrics to inform future campaigns.

Owner of DoodlyDays

OCTOBER 2019-PRESENT

Digital Artist & Content Creator

- Built and managed a creative digital art account that reached 100k+ followers organically.
- Completed 200+ commissioned projects for individuals and brands.
- Created and marketed graphics, videos, and resources across Instagram, TikTok, Pinterest, and Facebook.
- Managed social media strategy, content creation, and audience engagement.

Montgomery County Public Schools

AUGUST 2019-JUNE 2023

2nd Grade Teacher
Bethesda, Maryland

- Served on the school's internal leadership team, relaying key updates from administration to the 2nd-grade team (3 teachers) and leading weekly grade-level meetings.
- Designed and adapted curriculum for classrooms of up to 30 students annually, ensuring inclusive engagement and measurable learning outcomes.
- Created custom artwork for school spaces, promoting inclusivity & visual storytelling.

Lifetime Fitness

MAY 2022-SEPTEMBER 2022

Camp Supervisor
Gaithersburg, Maryland

- Coordinated daily activities for 20 counselors and 150+ participants, ensuring smooth operations.
- Developed and enforced staff SOPs, led weekly team meetings, and supported problem-solving.
- Oversaw events and programs with strong organizational and leadership skills.

Additional Experience:

FEBRUARY 2017-SEPTEMBER 2022

Server
Bethesda, Salisbury & Ocean City, Maryland

- Worked as a server at Summer House Santa Monica, Cactus Taverna, and De Lazy Lizard while completing my degree, building strong teamwork, communication, & multitasking skills.

KEY SKILLS:

- Social Media Strategy & Content Planning
- Content Creation (Video, Graphics, Carousels)
- Copywriting & Storytelling
- Analytics & Performance Tracking
- Brand Voice Development
- Visual Design & Typography

TOOLS:

- Canva
- Adobe Illustrator
- Adobe Lightroom
- Procreate
- Social Bee
- CapCut
- Google Suite
- Microsoft Office

TRAININGS:

- CopyThat Training
- Power Writing Training
- Cut30 Short-Form Bootcamp
- Adobe Suite Masterclass
- TikTok Marketing Masterclass in 2025

BACKGROUND & EDUCATION

Salisbury University
Bachelors of Science, Elementary Education
Year of Graduation: 2019
Member of Zeta Tau Alpha Fraternity

Stone Ridge School of the Sacred Heart
Diploma
Year of Graduation: 2015