

Yolerny Ellie Gil

CREATIVE MEDIA & DIGITAL
MARKETING PROFESSIONAL

CONTACT

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SKILLS

PIO
Jira
Pardot
Asana
Canva
ClickUp
Prisma
Tableau
Hootsuite
Salesforce
Wordpress
Sprout social
Google analytics
Creative strategy
Creative Direction
Project management
Social and cultural trend strategy
Client and talent communication
Media planning and strategy
Data analytics and reporting
Trilingual
(English, Spanish and French)
Microsoft Office Suite
(Word, Excel, Power Point)
Generative AI
(ChatGPT, DALL-E, Midjourney)
Social media management
(Instagram, Youtube, Snapchat, TikTok and Facebook)
Adobe Creative Suite
(Illustrator, Photoshop, Lightroom, Premiere Pro, Final Cut Pro)

EDUCATION

Fordham University

2015 - 2018
Bachelor of Arts (B.A) focused in
Marketing

Fashion Institute of Technology

2013 - 2015
Associate of Applied Science
(A.A.S) focused in Advertising and
Communications

ABOUT

For over eight years, I've led the development and strategy of creative campaigns that don't just stand out, but drive real engagement and results. My experience spans entertainment, music, sports, travel, beauty, fashion, tech, QSR, and CPG, where I merge big picture thinking with hands on execution from concept through launch. I specialize in building and leading collaborative teams, developing audience relevant brand partnerships, and aligning across teams from creatives to executives, around a shared vision. At my core, I'm a storyteller and strategic thinker who brings bold ideas to life with purpose, always focused on impact and business growth.

EXPERIENCE

Canela Media

Enterprise Director

New York, NY
July 2024 - Present

- Managed over \$17M in enterprise revenue across partnerships with The Coca-Cola Company brands, AT&T, Hyundai, Sephora, McDonald's, Verizon, Airbnb, Target, and Amazon, delivering multicultural campaigns across CTV/OTT, programmatic, OLV, branded content, sponsorships, stand alone ads and IP focused activations.
- Launched flagship multicultural campaigns including Sprite's Obey Your Thirst Jalen Hurts, Gold Peak's Con Sazón Golden Moments branded content, Sephora's We Belong to Something Beautiful, and more. Achieving high engagement lifts, surpassing ROI, and increasing brand affinity.
- Served as client-facing lead, assisting in campaign narratives, editing and pitching decks, presenting to clients, and selecting influencers and talent. Secured multi million-dollar partnerships by aligning cross-functional and international teams to deliver campaigns across streaming, digital, music, sports, and entertainment platforms.
- Created reporting dashboards and performance trackers to optimize delivery and ROI, partnering with Ad Ops and Analytics to maintain 100% delivery compliance and drive account growth.

Rolling Stone Magazine

Sr. Account Manager

New York, NY
November 2023 - July 2024

- Led branded content and experiential campaigns including Musicians on Musicians, Kristen Stewart's Uncensored cover, SXSW activations, Peso Pluma's tour launch, Marriott Bonvoy's Road to Beautiful, and Jimi Hendrix trading cards, generating millions of impressions and measurable engagement lifts.
- Served as client-facing lead for RCA Records, The Recording Academy, and SXSW, collaborating with talent, editorial, social, and C-suite stakeholders to deliver campaigns that exceeded KPIs and strengthened client partnerships.
- Assumed Director of Ad Sales responsibilities, leading presentations, negotiations, and mentoring teammates while sustaining revenue momentum and closing six-figure deals across digital, social, and experiential channels.
- Expanded Rolling Stone's global footprint with talent shoots (Snoop Dogg, Latto, Young Miko, Peso Pluma, Kristen Stewart) and supported new vertical launches like Rolling Stone Africa and Rolling Stone Gaming, unlocking new audiences and revenue streams.

Havas Media

Freelance Associate Creative Director - Media Planner

New York, NY
August 2020 - November 2023

- Managed digital media strategy and campaign execution for Adidas, Sanofi, LVMH, Google, Warner Music Group, Cadillac, Airbnb, and Universal Music Group with over \$10M+ in annual ad spend.
- Collaborated with cross-functional teams including senior art directors, media planners, creatives, and brand stakeholders to align on campaign objectives and creative vision from concept to launch.
- Managed shoot production logistics and content quality assurance for LVMH's 2021 Dior Summer Collection digital launch, driving a 62% increase in site traffic and a 29% CTR.
- Collaborated with the Adidas MENA and Havas Dubai teams on the Impossible Basketball Court and Beyond The Surface campaigns supporting concept and script development, creative director, and social content strategy that helped drive over 100M media impressions, 5M video views, and a 30% lift in social engagement during launch week.