

# GLORIA LEPKO

GLEN BURNIE, MD, 21061

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## SKILLS

- Social media strategy
- Project management
- Content development
- Media training
- Event planning & execution
- Videography | photography
- Writing | editing

## SUMMARY

Innovative Communications Strategist with a passion for creative storytelling and unique campaign development. Combines artistic vision with strategic thinking to craft compelling messages that resonate deeply with diverse audiences. Thrives in dynamic environments with a proven track record of driving impactful communication solutions in the United States Marine Corps. Versatile, organized, and goal-oriented.

## WORK EXPERIENCE

### Communication Strategist | Sergeant | Full-Time

United States Marine Corps | Various Locations

Feb 2016 - Aug 2022

#### Digital Engagement Manager:

- Developed and implemented targeted content campaigns, enhancing organizational visibility and mission alignment.
- Redesigned and managed digital assets, including a high-traffic official government website, ensuring streamlined communication and accessibility.
- Established relationships with key media contacts to ensure timely dissemination of information.
- Applied strong storytelling skills to develop engaging content for websites, blogs, social media posts, and email campaigns to drive engagement with target audiences.

#### Social Media Manager:

- Coordinated cross-platform collaborations to amplify messaging impact and foster interagency relationships.
- Managed multimedia content creation for key events, enhancing stakeholder communication and brand consistency.
- Boosted social media reach by over 500% through analytical content planning and audience engagement strategies.

#### Communication Specialist:

- Provided expertise in multimedia production; including videography, photography, and journalism; ensuring high-quality communication products aligned with leadership objectives.
- Provided support during crisis situations by crafting appropriate messages that minimized potential damage.
- Generated reports detailing performance metrics related to communications activities.
- Orchestrated integrated communication efforts, aligning messaging across subordinate units to achieve strategic goals.

## AWARDS

- Telly Award Gold winner for Online Video "Holiday" – 2023
- Associated Collegiate Press winner for Broadcast Feature Story "Holiday" – 2022
- Syracuse Press Club Awards winner for Television/Video Feature Story "Holiday" – 2022

## EDUCATION

### Old Dominion University, Norfolk, VA

B.A. Communications | Cinema & TV Production  
(3.93 GPA)

Dec 2024

### Syracuse University, Syracuse, NY

Advanced Military Visual Journalism: Advanced  
Military Motion Media

May 2021

### Defense Information School, Fort Meade, MD

Certification: Broadcast Communications Specialist

May 2017