

EMMA HYMAN

CREATIVE ACCOUNT LEADERSHIP BRAND / EXPERIENCES

Leading creative teams,
brands and partners
from idea through
execution to **impact**.

CONTACT

emmahyman.creative@gmail.com
+1 (818) 312-3801

CAPABILITIES

Brand & marketing strategy
Climate storytelling & advocacy
Creative direction
PR & SEO strategy
Social, content & video
Digital, 3D & design teams
Live experiences & events
Agency & vendor management
Client & stakeholder relationships
AI & emerging technology

GLOBAL REACH

Based in Los Angeles
Worked across New York,
Berlin and Europe

Open to roles worldwide and
at ease working across
time zones and cultures.

EDUCATION

University of Oregon
B.S. Advertising
Minor in Graphic Design
2013 – 2017



The best creative work
comes from the most
collaborative environments.



PROFILE

Creative account leader with nine years across climate, advertising and post-production, from leading marketing at a reef restoration company to running Google Pixel creative in Berlin. Leads agencies, creative teams and senior stakeholders, builds lasting relationships with brands, partners and industry leaders, and brings the energy and follow-through that make big ideas actually land.

EXPERIENCE

Coral Vita Brand Manager

2025 & 2026

For-profit company scaling reef restoration as a service worldwide, powered by land-based coral farms that grow coral in months instead of decades. Ran marketing end to end.

- **Brand & Social** Owned social strategy across Instagram and TikTok, generating **millions of views**; selected, hired and worked hand in hand with the social agency to build out content and strategy.
- **Experiences** Produced Currents, Coral Vita's **all-day NYC Climate Week 2025 event**, a full experience with panels, immersive installations and live music, from programming and speakers to vendors, sponsor deliverables and onsite execution.
- **Website** Redesigned and launched the new coralvita.co, working with the web designer.
- **AI Game** Spearheaded Future of Reefs, an **AI-powered game** where players talk with a coral restorer living in 2075, working with an external development team on concept, narrative and UX.
- **PR & SEO** Ran Coral Vita's PR and SEO agencies, vendors and team, leading both from strategy through execution.
- **On Stage** Spoke on the Youth in Ocean Networks panel at the **2025 UN Ocean Conference** in Nice, representing Coral Vita before a live audience.
- **Communications** Spearheaded all external communications, including the company newsletter, email marketing and inbound lead management.
- **Partnerships** Shaped partnership strategy with an external agency and led brand outreach and pitches; set up an **Adopt-A-Coral jewelry collaboration** with Scallop Design Co., running its content, promotion and SEO.

Anomaly, Berlin Account Manager

2022

Ran all creative verticals for Google Pixel on the main Google Germany account.

- **Lead account manager** between Google and Anomaly's internal teams, guiding Pixel work from creative strategy and concepting through production and finishing.
- Translated client objectives into clear creative briefs and managed scopes, timelines and production across Pixel out-of-home, digital out-of-home and campaign work.
- Worked across strategy, creative and production for three short films for theater and YouTube, together generating **more than 5 million views**.

FREELANCE PRODUCTION

Animated Storyboards Project Manager

2024

- Primary client liaison from pitch to broadcast delivery; built and managed the creative team.

Modern Logic Creative Project Manager

2023

- Built from scratch the system used to track and manage **600+ game assets**, leading animators and designers across time zones in LA, Spain and Indonesia.

Logan TV Post Production Associate Producer

2021

- Ran production end to end alongside the lead producer, managing client requests, creative development, timelines and budget through final delivery.