

OMANI GAINES

Content Marketing Specialist

Content-focused writer with a strong foundation in storytelling, digital writing, and film production, demonstrating a blend of technical proficiency and artistic vision. Experienced in creating compelling written content across platforms, with a focus on clarity, brand voice, and impact. Driven by a passion for storytelling, ready to contribute to dynamic projects while continuing to expand creative and technical capabilities.

EDUCATION

BACHELOR OF ARTS, CREATIVE WRITING

Queens University of Charlotte

May 2026
Charlotte, NC

- ♦ Magna Cum Laude
- ♦ Minor in Multimedia Storytelling

PROFESSIONAL EXPERIENCE

ASSISTANT DIRECTOR

"Public Speaking 101" Short Film

Mar 2025 – Feb 2026
Charlotte

- ♦ Assisted in directing a short film, ensuring alignment with creative vision and production goals.

PRODUCTION ASSISTANT

Key Scott Entertainment

Dec 2025
Atlanta

- ♦ Communicated with on-screen talent to coordinate scheduling, call times, and on-set logistics, ensuring a smooth production process.
- ♦ Facilitated end-to-end production processes in fast-paced environments, ensuring projects are completed on time.
- ♦ Generated creative content concepts designed to increase audience engagement and support production marketing initiatives.

PRODUCTION ASSISTANT INTERN

Susie Films

Aug 2025 – Dec 2025
Charlotte

- ♦ Conducted audience research to identify target demographics and inform content strategy.
- ♦ Supported on-set production operations to ensure efficient content creation in fast-paced environments.

EQUIPMENT ROOM MANAGER

Knight School of Communications

Feb 2024 – Dec 2025
Queens University of Charlotte

- ♦ Manage rental and upkeep of multimedia equipment for students and faculty.
- ♦ Provide hands-on technical support, troubleshooting equipment for students and faculty.
- ♦ Maintain organized systems for efficiently tracking and accessing equipment.

CONTENT MARKETING PROJECTS

FOUNDER & CONTENT CREATOR

Founder & Content Creator

- ♦ Created and launched omanithescribe.com to showcase original writing and creative content.
- ♦ Developed website copy and long-form articles with a focus on storytelling, audience engagement, and brand voice.
- ♦ Managed content strategy and maintained a cohesive digital portfolio.

MEDIA ARCHETYPES RESEARCH

Undergraduate Researcher

- ♦ Conducted original research on media archetypes for the SAMLA Conference.
- ♦ Communicated research findings to academic audiences through clear, engaging written and verbal content.

SKILLS

R&D, Canva, Adobe Creative Suite, Content Writing & Editing, Brand Voice Development, SEO Writing, Google Analytics, Microsoft Office, Copywriting, Google Workspace, Scriptwriting