

# RYLEE McGILBERY

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## SUMMARY

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Marketing professional with a Bachelor of Business Administration in Marketing from the University of Texas at San Antonio. Proven experience in community engagement, event coordination, sponsorships, public relations, and multi-channel communications. Most recently led marketing for Bandera County's tourism bureau, driving record social media, email, and press engagement for signature community events.

## WORK EXPERIENCE

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### **Marketing Manager** *Bandera County Convention & Visitors Bureau* September 2024 - May 2026

- Helped coordinate Bandera's annual national tourism week, the Labor Day Roundup weekend, and the Memorial Day Stompede weekend events, partnering with city officials, local businesses, and visiting media to draw thousands of visitors to the "Cowboy Capital of the World."
- Grew the Visitors Bureau Instagram from 1,000 to 2,600+ followers and added 8,000+ Facebook followers through original content, community storytelling, and creator partnerships.
- Wrote and produced a weekly community newsletter, scaling distribution from 1,200 to 3,000+ subscribers and keeping residents and visitors informed of festivals, classes, and local programming.
- Hosted visiting press, travel writers, and content creators, coordinating itineraries, lodging, restaurant pairings, and on-the-ground experiences to amplify Bandera in regional and national media outlets.
- Designed digital and print advertising in Adobe Creative Suite and Canva for tourism magazines, travel directories, and online platforms, and managed the Visitors Bureau website and event calendar that the community relied on each week

### **H-E-B Partner, Gas Station and Cross-Trained Departments** *H-E-B* November 2020 - October 2025

- Five-year H-E-B Partner cross-trained across five departments: Cashier, Healthy Living, Pharmacy, Floral, and Gas Station, demonstrating adaptability and a working knowledge of in-store operations under one roof.
- Delivered the "Service is Our Mission" experience to hundreds of customers daily, building rapport with regulars and earning repeated unsolicited compliments from shoppers and store leadership.
- Served as the key liaison between the fuel supplier and store management, ensuring uninterrupted gas operations and rapid resolution of pump, pricing, or delivery issues.
- Owned daily and monthly fuel-department paperwork, sorting, filing, and reconciling reporting to keep records accurate, audit-ready, and submitted on time; selected for cross-training assignments based on reliability and service performance.

### **Facility Manager** *UTSA Campus Recreation* February 2019 - May 2022

- Supervised front-line staff during daily operations, led team meetings, and trained student employees on customer service and point-of-sale standards.
- Oversaw point-of-sale operations, reconciling transactions, verifying deposits, and resolving customer billing issues.
- Coordinated set-ups and turnovers for daily campus events, managed inventory, and reported facility performance to the Assistant Director.

## EDUCATION

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### **Bachelor of Business Administration, Marketing** *The University of Texas at San Antonio* May 2022

## SKILLS

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**Community and Event:** Event coordination, event planning, sponsorship management, community engagement, community partnerships, public relations, press relations, influencer hosting, stakeholder communication, volunteer coordination, project management.

**Marketing and Communications:** Social media strategy, social media growth, email marketing, newsletter production, copywriting, brand storytelling, print advertising, digital advertising, content creation, customer service.

**Software and Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Meta Business Suite, Hootsuite, Mailchimp, Google Analytics, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Google Workspace.

## VOLUNTEER EXPERIENCE

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**Volunteer, Buckner Children and Family Services.** Ongoing volunteer service supporting children and families in Buckner's foster care programs.