

# GABRIELLA ELYSE BAVARO

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## ACCOMPLISHMENTS AND ABILITY

Gabriella is an enthusiastic **Marketing and Communications Professional** who is passionate about creating, innovating, and managing brands. With over 7 years in the marketing world, Gabriella is highly experienced in large-scale brand communication, media strategy, and brand equity.

A graduate, with honors, of New York University Gabriella thrives at building and supporting cross-functional teams and realizing business objectives. Working simultaneously in the corporate and creative worlds as a marketing manager and artist manager, Gabriella thrives at handling multiple projects and meeting tight deadlines.

Her work in the [past year alone](#) has led Gabriella to secure incredible partnerships for clients, such as MasterCard x Blavity Inc. in the corporate world, as well as double the audiences for her artists, through label deals with popular electronic label Monstercat, contracts with Splice, features in LA Weekly, EDM.com, and more. Additionally, Gabriella is an [internationally published photographer](#), and possesses excellent verbal and written communication skills.

## KEY SKILLS AND CERTIFICATIONS

**Digital Marketing:** Social Media Management, [Public Relations](#), Promotional Marketing, Facebook & Instagram Ad Targeting, Branding, Media Strategy, Content Creation, SEO Marketing Campaigns.

**Marketing Software:** CRM tools, SquareSpace/Wix, Online Analytics, Google AdWords, Infusionsoft, Hubspot, MailChimp, etc.

**Web Programming:** JavaScript, WordPress, HTML, CSS. Proficient in Python 3.6.

**Design/Photography:** Lightroom, Premier, Photoshop, InDesign, DaVinci Resolve. [Colorist](#), Producer, [Photographer](#), [Director](#).

**Certifications:** SEO Certifications from the National Association of State Boards of Accountancy.

*REGULARLY ADOPTING NEW TECHNOLOGIES QUICKLY AND INDEPENDENTLY*

## PROFESSIONAL EXPERIENCE

SELF EMPLOYED | [NEW YORK, NY](#)

**04/2018 – Present**

**Social Media Management, Artist Management, PR Services** | Freelance

Remote

*\*\*\*Clients include Icarus Moth ([Monstercat](#)), Popular platform [The Unplug Collective](#), Ehiorobo, Popular Youtuber [Alpharad](#) (2.5 M Subscribers), Models of Genesis Level Models, & others.*

- Creating extensive social media and creative advertising plans in correlation with budgets and desired goals.
- Developing and implementing media relations strategies.
- Obtaining high-level placements in industry publications & online media.
- Writing and developing professional press materials for clients, including press photos, one sheets, & artist bios.
- Designing and curating social media feeds (Instagram, Pinterest, Facebook, TikTok).
- Tracking and analysis of Facebook/Instagram analytics and ad spend to optimize advertising & increase traffic 200%.

FRAUD.NET | [NEW YORK, NY - REMOTE](#)

**Marketing Communications Manager**

**12/2020 – 9/2021**

**Marketing Associate**

**9/2020 – 12/2020**

- Led multiple teams – creative, customer success & product – to produce effective promotional content & events.
- Designed and implemented multi-platform B2B marketing plans to increase market share & revenue.
- Increased website traffic by 200% from Q3-Q4, product demo requests by 85%.
- Conducted market research, market data analysis and evaluation.
- Managed agency partners for SEO & marketing software.
- Created marketing presentations for stakeholders.
- Final approval on all marketing collateral, products and promotions.
- Developed schedules and deadlines for associate employees.
- Daily assessment and alignment of email Marketing, paid advertising through Google and LinkedIn ads, PR initiatives, and social media management.
- Responsible for the social media presence, PR and speaking events of CEO & President of the company.

SELF-EMPLOYED | NEW YORK, NY

12/2018 – Present

**Web Designer | Digital Media Consultant**

Remote

\*\*\*Clients include The Unplug Collective, Icarus Moth (VR Website Content), & others.

- Designing, coding, and optimizing creative content and websites for various clients with 500,000+ visitors.
- Redesigning and adding functionality to CMS sites (WordPress, Squarespace, Wix) with custom code.
- Utilizing advanced SEO techniques and content optimization.
- Extensive knowledge of WP plugins, JS repositories (Bootstrap, JQuery, A-Frame and P5).
- Coding VR Experiences and [3D Content](#).
- Photographer for site and social media content (The Unplug Collective, 55k on Instagram, 500,000+ website visits)

BUZZ CREATORS, INC. | VALHALLA, NY

05/2019 – 09/2019

**Marketing Communications Specialist**

\*\*\*Clients include Heineken USA, STICKY's Finger Joint, CareMount Medical, Barnum Financial Group & others.

- Promoted clients by writing & distributing press releases, securing guest articles in organizational publications.
- Wrote detailed analyses of marketing campaigns from quantitative and qualitative data.
- Researched competitors' backlinks, promotional policies, and consumers' needs to build public relations strategies that influence public opinion and promote products, ideas, and services.
- Developed creative marketing plans to present directly to clients.
- Influencer outreach and event planning for brand events (Heineken INC, STICKY's, and Castle Hotel & Spa).

**EDUCATION**

New York University | Gallatin School of Individualized Study | New York, NY

2016-2020

**Bachelor of Arts | Concentrations in Brand Strategy & Management, Journalism, Marketing, Creative Writing**

3.93 GPA

**Minor in Web Programming and Applications**

- Graduated with Honors.
- Recipient of Founders Day Award. Dean's List

New York University | Tisch School of the Arts | New York, NY

2019-2020

**Certificate: Music Industry Essentials, in collaboration with Billboard™**

- Program from NYU's Clive Davis Institute of Recorded Music, with contributions from Billboard insiders and other industry leaders.
- Comprehensive course on the workings of music business, artist management, marketing, production, & digital content creation.