

GABRIELLE BLAUSTEIN

CONTACT

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East Brunswick, NJ



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SKILLS

Content Creation

Social Media Strategy

Brand Management

Adobe Creative Cloud

Asana

Canva

Slate

Graphic Design

Social Media Marketing

Collaboration

Time Management

EDUCATION

Bachelor of Science Degree

Temple University, 2017-2021

Philadelphia, PA

Major: Sports Management

Concentration: Event Leadership

Cumulative GPA: 3.84

Honors: Summa Cum Laude

ACTIVITIES AND CERTIFICATIONS

Cvent Certified | November 2019

Member, Event Planning Association (EPA) | February 2018

Member, Delta Phi Epsilon Sorority | February 2018

PROFESSIONAL SUMMARY

Social media storyteller with over 4+ years of creating scroll-stopping content for sports and entertainment brands. I blend creativity, sharp copywriting, and analytics to boost engagement and give fans a true VIP experience. Real-time coverage, trend-hunting, and digital hype-building are my game.

PROFESSIONAL EXPERIENCE

Social Media Coordinator

New Jersey Devils | Newark, NJ | September 2023-Present

- Leveraged strategic content planning, real-time engagement, and data-driven optimizations to finish 3rd overall in league-wide social media rankings.
- Increased social media engagement by 15% via targeted content creation and expanded social media audience by adding 104,000+ followers over 2 years.
- Manage content planning, scheduling, and publishing for over 2 million followers across all Devils social platforms.
- Serve as the social media lead for game days, team/brand events, team-related milestones, win memes, and all regularly produced Devils content.
- Ensure NJD social channels are timely, strategic, on-brand, and fan-forward.

Social Media Coordinator

Prudential Center | Newark, NJ | September 2023-January 2025

- Served as the social lead and owned day-to-day content planning, scheduling, creating, and publishing for all Prudential Center content.
- Managed and grew the venue's social media presence across all social platforms, increasing the follower growth by 48%, by adding 57,000+ followers over 2 years.
- Analyzed social media trends to enhance reach and engagement by 62%.
- Developed and managed a Prudential Center-specific social calendar that aligned with event bookings and marketing objectives.

Social Media Specialist

New Jersey Devils | Newark, NJ | March 2022-September 2023

- Collaborated with the Senior Manager of Content Strategy to plan and produce all regular season and post-season content.
- Assisted with game day responsibilities, including capturing photo and vertical video content of fan engagement, and game day activations via DSLR and iPhone.
- Created visually compelling content including reels, stories and short-form videos using Adobe Creative Suite.
- Assisted with publishing game day and post-game coverage across all NJ Devils social media channels.

Social Media Specialist

Prudential Center | Newark, NJ | March 2022-September 2023

- Planned and produced comprehensive event and concert content.
- Developed and executed social media strategies across all Prudential Center platforms, increasing engagement by 58% over 6 months.
- Captured photo and vertical video content of fans, performers, and other activations using DSLR and iPhone.
- Scheduled and published announcements, ticket sales, KBYG info, and Pru15's utilizing Sprout Social.