

GABRIELLE BLAUSTEIN

gblau0716@gmail.com | 732-675-2529 | East Brunswick, New Jersey | [linkedin.com/gabrielle-blaustein/](https://www.linkedin.com/gabrielle-blaustein/)

SENIOR NHL SOCIAL STRATEGIST | AUDIENCE GROWTH, REAL-TIME GAME EXECUTION & DIGITAL BRAND LEADERSHIP

PROFESSIONAL EXPERIENCE

New Jersey Devils | Social Media Coordinator | Newark, NJ 2023-Present

- Own real-time social strategy and publishing across the 82-game NHL season, playoffs, and league events, managing a Social Media Producer and mentoring interns across platforms reaching 2.2M+ followers.
- Grew audiences significantly: +130K Instagram (+27%), +117K TikTok (+55%), +36K Facebook (+8%) and +10K X (+40%) through player-driven and culturally relevant content.
- Produced viral win memes including a 2M+ view rivalry post after defeating the New York Rangers and a 5M+ view cross-sports post referencing Ohio State Buckeyes football's "Dot the I" tradition.
- Conceptualize, film, and edit player-driven content while collaborating daily with athletes including Olympic Gold medalist, Jack Hughes.
- Led social storytelling for Jack Hughes' Olympic golden goal, generating 1.68M+ engagements and 34.2M+ impressions, while leading collaborations with the National Hockey League and USA Hockey that drove 49% TikTok audience growth in 2025.
- Created recurring content franchises (Tiny Mic, Win Memes, Infernal Style, Women's Empowerment POV Video and Graphic Series) that drove fan engagement and elevated player/employee personalities across Devils platforms.

Prudential Center | Social Media Coordinator | Newark, NJ 2022-2025

- Led social media strategy and daily operations across Instagram, X, Facebook, and TikTok for a Top 10 global entertainment venue.
- Grew audiences by 91K followers, including +66K Instagram (+140%), +23K Facebook (+26%), +2K X (+4%) through short-form video, trend-driven content, and cross-platform collaboration with the Devils.
- Managed social coverage for 200+ live events, including the MTV Video Music Awards, UFC, and concerts from Post Malone, Bad Bunny, and Carrie Underwood, publishing 11.5K+ posts and executing 100+ campaigns tied to ticket sales and partnerships.
- Produced real-time event content for 18K capacity crowds, creating viral moments including a concert recap video reshared by Carrie Underwood that expanded reach and engagement.

New Jersey Devils | Social Media Specialist | Newark, NJ 2022-2023

- Produced 100+ short-form player videos per season across major social platforms, including a viral Vitek Vanecek media day video (906K TikTok views).
- Captured behind-the-scenes and in-game content from ice level, bench, locker room, tunnel walkouts, warmups, and practices to expand fan access and engagement.
- Helped drive the Devils to #5 in NHL social engagement through live playoff coverage capturing fan moments, arena atmosphere, and viral highlights including the Jack Hughes tooth-loss video and Rangers goal clips.

CORE COMPETENCIES

- Player & Talent Content Development
- Audience Growth, Retention &. Targeting
- Real Time Social Strategy, Execution & Reporting
- Cross-Functional Brand Collaboration

EDUCATION

Temple University | Philadelphia, PA | B.S. Sports Management | **Summa Cum Laude** August 2017 – May 2021