





# GABRIELLE BLAUSTEIN

## CONTACT

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East Brunswick, NJ 

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## SKILLS

Adobe Creative Cloud

Event Planning

Slack and Trello

Microsoft Office

Entrepreneurship

Graphic Design

Website Design

Social Media Marketing

Collaboration

Customer Service

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 EXPERIENCE

### Freelance Social Media Specialist

*New Jersey Devils | Newark, NJ | March 2022-Present*

- Work with the Senior Manager of Content Strategy and Content Coordinator to plan and produce all game day content.
- Assist with game day responsibilities, including capturing photo and vertical video content of fan engagement, warmups, giveaways, ceremonies, and other activations via DSLR and iPhone.
- Assist with publishing game day coverage to all NJ Devils social media channels, including, without limitation, Instagram, Twitter, TikTok, and Facebook.
- Create graphics and videos to post prior to puck drop, and after each period to post on the NJ Devils Instagram story using Photoshop.

### Freelance Social Media Specialist

*Prudential Center | Newark, NJ | March 2022-Present*

- Work with the Content Coordinator to plan and produce all event/concert content.
- Assist with capturing photo and vertical video content of fans, performers, and other activations via DSLR and iPhone.
- Assist with publishing concert coverage to all the Prudential Centers social media channels, including Instagram and Twitter.

### Marketing and Creative Services Intern

*Ultimate Sports Nation | Remote | November 2020-June 2021*

- Designed and managed Ultimate Sports Nation's Etsy store by creating and publishing all listings, creating store logo and banner, monitoring stores views/purchases and social media initiatives.
- Increased Ultimate Sports Nations Etsy store ad views and click through rates by 40% using Esty's advertisement and promotions system.
- Worked with the creative services and marketing team to facilitate the development and creation of digital graphics for social media posts and advertisements on Instagram, Facebook, and LinkedIn using Adobe Photoshop.
- Increased engagement across Ultimate Sports Nations social media accounts by 60% resulting in around 200+ followers per week on Instagram and Facebook.

### Owner and Designer

*Gabby Melissa Designs | East Brunswick, NJ | March 2020-Present*

- Founded, developed, and manage an online custom apparel retail store.
- Responsible for all store branding and marketing resulting in over 2,000 sales this past year on Etsy and Instagram.
- Design advertising and marketing graphics via Adobe Illustrator and Photoshop.
- Promote business daily on Instagram, TikTok, and Etsy through posts and stories.

### Marketing and Creative Services Intern

*Turnkey Search | Haddonfield, NJ | November 2019-October 2020*

- Managed public relations/media activities including content creation, media monitoring, social media initiatives, email marketing, planning and events.
- Researched and explored new marketing, social media, and graphic design trends.
- Worked with the creative services team to facilitate the development and creation of graphics for advertisements, sponsorship activation, social media posts and invitations using Adobe InDesign and Illustrator.
- Organized and scheduled all social media projects into a calendar using Trello, and TweetDeck platforms.
- Successfully produced and executed the marketing, logistics and promotion of Turnkey's first and second international webinar through the company's social media sites.