

Contact

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Goodyear, AZ

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Software

Audio
- Adobe Audition

Design
- Adobe Illustrator
- Adobe Photoshop
- Canva
- Slate

Photo
- Adobe Lightroom

Video
- Adobe After Effects
- Adobe Premiere Pro

Analytics
- Sprinklr
- Google Analytics

Expertise

- Social Media Strategy
- Strategic Planning and Execution
- Content Marketing
- Digital Advertising
- Paid & Organic Social
- Branding and Identity
- Data Analysis and Reporting
- Team Leadership and Management
- Influencer Marketing
- Creative Campaign Development
- Public Relations
- Content Creation
- Video Productions

Education

B.A.
Journalism, Advertising
& Marketing
University of Wisconsin
Milwaukee, WI

M.A.
Journalism
Michigan State University
East Lansing, MI

Certifications

Google Analytics
Python Programming
Digital Marketing
Sprinklr Reporting

RENAE GABRIEL

Branding | Social Media | Digital Marketing

Summary

Dedicated and results-driven Senior Digital Marketing Specialist with a proven track record of driving revenue growth and increasing brand visibility through strategic content and creative campaigns. Seeking a challenging position to leverage my expertise in digital marketing and social media management to make a meaningful impact on an organization's success.

Experience

MARKETING & COMMUNICATIONS SPECIALIST

United Airlines - Aviate Academy | Goodyear, AZ | 2023 - Present

- Lead the creation and executing of a comprehensive marketing plan, driving year-round activity.
- Develop standardized processes for message mapping, ensuring clear articulation of value propositions and maintaining consistent brand messaging.
- Build and maintain website content, aligning it with strategic brand messaging.
- Spearhead the social media strategy creation and implementation to ensure consistent branding and drive growth in online presence. Saw a 303% growth in engagement and 345% growth in reach within the first 3 months of strategy implementation.
- Direct brand growth and retention strategies, increasing brand awareness and loyalty.
- Generate and execute targeted communications to attract and retain prospective and current students, contributing to overall departmental success.

BRANDING & SOCIAL MEDIA DIRECTOR

Weaver Digital | Goodyear, AZ | 2023 - Present

- Spearhead the development and execution of digital branding and social media strategies for diverse families of high school athletes.
- Promote athletes to recruiters and facilitate opportunities for Name, Image, and Likeness (NIL) deals through strategic online presence.
- Develop and manage monthly and weekly content calendars, ensuring a consistent and engaging online identity for athletes.
- Create and edit compelling content, aligning with the unique narratives of each athlete and their respective goals.
- Ensure a uniform and resonant brand voice across all digital platforms, maintaining brand integrity and athlete image.
- Generate monthly data reports, analyzing social media metrics and providing insights to optimize future content and engagement strategies.

SOCIAL MEDIA DIRECTOR

Michigan State Athletics | East Lansing, MI | 2019 - 2023

- Led and executed social media content and marketing strategies, annual plans, and performance targets for 20+ units, resulting in a 235% increase in engagement across all units in year-over-year reporting.
- Created, monitored, and optimized an account planning process, contributing to a 35% revenue increase and heightened brand and product awareness within targeted consumer segments.
- Shaped the public identity of MSU Athletics by effectively telling the department's story through content and collaborations.
- Managed a team of internal content creators while fostering relationships with external partners.
- Produced detailed social media analytics reports for each unit distributed on a monthly basis, and hosted department-wide informational social media meetings.
- Fostered innovation across all social channels, staying up-to-date on emerging technology, platforms, and trends, and enhancing NIL and influencer marketing education for student-athletes.

DIGITAL MEDIA MANAGER

Seattle Mariners | Seattle, WA | 2018 - 2019

- Collaborated with internal and external creative marketing resources to generate, produce, and distribute content for social media, television, and in-game entertainment, shaping the organization's identity across all media.
- Drove video and social strategy, including production planning, scriptwriting, scheduling, filming, and post-production work.
- Created and executed marketing campaigns focused on retail, product, and ticket sales.

ASSISTANT DIRECTOR OF DIGITAL PRODUCTION | SOCIAL MEDIA MANAGER

Michigan State University | East Lansing, MI | 2016 - 2018

- Produced stories featuring student-athletes for the television show, Spartans All-Access on Bally Sports Detroit, and various social media platforms.
- Managed the publication and strategic planning of content on all social channels, achieving over 500k views on trending content.
- Increased engagement and views of social accounts by 45%.
- Collaborated closely with Directors and Senior Managers to develop and execute innovative digital strategies.

DIGITAL MEDIA, COMMUNICATIONS, AND MARKETING COORDINATOR

SWAT Environmental | Lansing, MI | 2014 - 2016

- Developed and executed marketing campaigns, specializing in email marketing, for SWAT Environmental's corporate headquarters.
- Collaborated with franchises to create customized digital marketing campaigns tailored to specific states.
- Authored and distributed monthly press releases, generating coverage in over 300 media outlets.