

# GABRIELLA BOWERS

Elevating Brands with Innovative Solutions

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## Education

**Drexel University, Philadelphia, PA**

Bachelor of Science in Graphic Design 2020

Fine Arts Minor

French Proficiency Certificate

Delta Gamma Chapter President 2019

Study Abroad Rome/London 2018

**University of Edinburgh Business School**

Introduction to Marketing Certificate 2020

**Project Management Institute**

Certified Associate in Project Management 2022

## Skills

Adobe Suite

Brand Identity

Content Strategy

Social Media Management

Digital Marketing

Photography

Canto

Publication

Microsoft Office

Marketing Communications

## Relevant Experience

### Sunriver Resort

**Sunriver, OR | 2022 - Present | Marketing Coordinator**

- Managed and curated content for all major social media channels based on resort revenue needs.
- Provided reporting on social channels weekly increasing overall impressions by 25% and followers by 11.5K on all channels combined.
- Managed the resort influencer program by planning out itineraries, organizing content strategy, and collaborating on content for both channels to best engage followers.
- Developed and executed seasonal marketing campaigns to highlight resort programming and products.
- Collaborated with all independent business units across the resort to create brand cohesion.

### Ketchum

**Remote | 2020 - 2022 | Project Manager/Graphic Designer**

- For all new business pitches, gathered information, developed timelines, scheduled meetings, and assigned resources to produce deliverables for clients.
- Organized and efficiently managed design projects from kick-off through completion.
- Collaborated with account teams to develop custom presentation decks, info-graphics, booklets and toolkits for new business pitches, corporate webinars and client product launches.
- Collaborated with non profit organizations to develop social media campaigns.
- Worked with a variety of industries including: Food Agriculture & Ingredient, Food, Financial & Professional Services, CPG, Auto, Energy & Manufacturing, Wellness, Travel, Hospitality & Leisure, Retail, Technology, Public Sector, Healthcare and Health Services

### Back on My Feet

**Philadelphia, PA | 2019 - 2020 | Jr. Graphic Designer**

- Successfully met tight deadlines with the National Marketing Team to design and produce signage, t-shirts, bibs, giveaways and social media posts for races.
- Collaborated with teams in 13 cities to design and produce personalized collateral that met the needs of Nationals Corporate Sponsors for fundraising auctions and galas.