

# Gabrielle C. Chulick

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## EDUCATION

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### University of New Orleans

May 2020

Bachelor's Degree in English; 3.8 GPA

New Orleans, LA

- **Honors:** Magna Cum Laude, Elizabeth Coulter Stephenson Grant Recipient, TOPS Scholarship Recipient, Alpha Lambda Delta National Honor Society
- **Leadership:** Delta Zeta Sorority; Head Ritual Guard, Public Relations Chair, Head of Bid Day Committee

## WORK EXPERIENCE

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### Online Optimism

Aug 2021 – Dec 2021

Social Media Specialist

New Orleans, LA

- Created weekly social media content for clients across a variety of industries by utilizing digital content calendars and Sprout Social
- Grew client social engagement rate (per impressions) by 25.7%
- Conducted monthly reporting through Sprout Social and Google Analytics
- Analyzed metrics and boosted paid social ads
- Wrote blog posts for agency's website via WordPress
- Collaborated with social team to brainstorm ideas for improvement on social platforms
- Planned and helped execute a visual aesthetic for client Instagram feed with company's design department
- Attended client meetings, events, and photoshoots
- Covered press release at client event via Facebook Live
- Assisted strategists with additional projects and tasks as directed

### Certain Property Management

Jan 2021 – Aug 2021

Property Assistant

New Orleans, LA

- Addressed and resolved residents' questions, concerns, and complaints in a timely manner via phone and email communications
- Collaborated with property manager to produce marketing materials and blast emails
- Collected and processed monthly condominium dues and maintained records of payments and owner activity

### Renaissance Publishing LLC

Aug 2019 – May 2020

Digital Media Intern

Metairie, LA

- Collaborated with editor to post content across social media platforms
- Scheduled publishing of future content through various scheduling tools and management systems
- Wrote articles and editorial content for company's website

Subscriptions Administrative Assistant

- Organized advertisement content by pairing magazine tare sheets to client invoices
- Coordinated with office manager to enhance administrative duties
- Inputted subscription renewals and client information into Magazine Manager and Microsoft Excel

## SKILLS

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- Social Media (Sprout Social, Hootsuite, Twitter, Facebook, Instagram, Pinterest, Snapchat, YouTube, Tik Tok); Writing (MLA/AP); Facebook Blueprint (certified); Twitter Flight School (certified); Google Analytics (certified); Google (Calendar, Sheets, Docs); Slack; WordPress; Photo Imaging (Adobe Photoshop, Canva); Microsoft Office (Word, PowerPoint, Excel); time management; customer service; multitasking; organization; deadline-oriented; detail-oriented; collaborative