

# Gabriela Abarquez

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 (908) 472 7186

 Jersey City, NJ

 She/her/hers

## Education

**Bachelor of Arts, Communications,**  
*Rutgers University*

January 2018 – May 2021  
New Brunswick

## NOTABLE PROJECTS

### Video Productions,

*On-site Producer*

- Managed all commercial & content video productions.
- Supported Creative Team: Advised directors & head producer, revised scripts.
- Pre-Production & Post-Production: Sourced props, scouted locations, transcribed & edited video/audio. Created production schedules.

### Event Coordinator

- Managed client & partner events at prestigious venues like Madison Square Garden, Whitney Museum, & New York Athletic Club.
- Led tradeshow operations: Secured bookings, managed exhibits, & collaborated with top beauty publications for media sponsorships.

## PROFESSIONAL EXPERIENCE

### Senior Marketing Coordinator, *Capacity LLC*

September 2021 – June 2025

- Managed end-to-end email campaigns: Strategy, content creation, execution, testing & analysis.
- Developed & implemented strategy to grow online presence on LinkedIn by 77%. Created engaging content for LinkedIn & website, managed scheduling.
- Managed planning, coordination, and execution of written news and editorial content for Capacity; this included writing, developing, and editing content for sites, slide decks, social media assets, news releases, and newsletters, as well as ideating and assigning stories to contributors as needed.
- Partnered cross functionally with teams (Product, Sales etc.) to gather information, conduct research, and refine messaging.
- Developed & secured strategic partnerships: Increased brand awareness by 45% and generated leads through collaborations with key industry players.
- Marketing Analytics: Measured & analyzed marketing initiatives, tracked KPIs, OKRS.

### Marketing Assistant Intern, *Move This World*

February 2021 – July 2021

- Boosted user engagement & ROI 35% with targeted email drip campaigns.
- Overhauled rebranding launch in 3 weeks, overhauling logos & social assets.
- Generated content across platforms (6K+ followers): press releases, social posts, blog entries. Increased engagement by 143% (1.4% eng. rate).

### Operations and Social Media Intern,

*Rescuing Leftover Cuisine*

September 2020 – December 2020

- Conducted outreach to 50+ human service agencies and potential donors. Led a Citi Bike event with CEO (donated 115+ lbs. food).
- Increased social media engagement by 30% through consistent posting across all platforms (2.9K+ followers).

### HR Assistant/ACE Trainer, *Topgolf*

February 2019 – February 2020

- Hiring trainer, Recruiter and assisted in administering payroll/benefits

## Skills & Other Interests

- Languages:** Spanish, Tagalog, and Japanese

## Organizations

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### Edison Public School Org. For Social Justice,

*Co -Founder & Facilitator*

Organized a network of Alumni to call for implementing an Ethnic Studies curriculum

- **Adobe Cloud, ADP, Capcut, Canva, ClipChamp, Google Analytics, Final Cut Pro, Hootsuite, Hubspot, iMovie, Salesforce, Sprout Social, Teamwork, Trint, WordPress**
- Likes long walks on the Beach
- Music nerd
- Huge foodie
- Peaked Silver 2 in Valorant
- Peaked Gold 3 in Fortnite

## Certificates

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- Google Ads Display ↗
- Google Ads Search ↗