

GABRIELA DESPUES

Social Media Strategist & Content Creator

PROFILE

Innovative Social Media Strategist with 7+ of experience in brand marketing and digital engagement. Demonstrated expertise in crafting compelling content, orchestrating impactful social media campaigns, and leading diverse teams to achieve corporate growth targets. Known for combining creative storytelling with data-driven strategies to boost follower growth, heighten engagement, and optimize sales performance across various digital channels.

✉ gabrieladespues@gmail.com

☎ 650.245.5343

🌐 [linkedin.com/in/gabriela-o-despues](https://www.linkedin.com/in/gabriela-o-despues)

🌐 www.gabrieladespues.com

EDUCATION

B.A. in Psychology

San Jose State University
2013 - 2017

B.S. in Public Relations

San Jose State University
2013 - 2017

Certificate in Digital Marketing

StackSkills
2020

SKILLS

CONTENT CREATION

WIX | SHOPIFY | SQUARESPACE

ASANA | GRIN | CREATOR IQ

SQUARE POS | CONVIVA | PIXLEE | LATER

SPROUT SOCIAL | HOOTSUITE | SKED

CAPCUT | ADOBE PREMIERE | FINAL CUT

JIRA | MONDAY | FIGMA | TRELLO

CANVA | PHOTOSHOP | PROCREATE

EXPERTISE

INFLUENCER MARKETING

DIGITAL MARKETING

BRAND MANAGEMENT

SOCIAL MEDIA MARKETING

COMPETITIVE ANALYSIS

EMAIL MARKETING

SEARCH ENGINE OPTIMIZATION

VISUAL STORYTELLING

EXPERIENCE

CREATIVE STRATEGIST + CONTENT CREATOR

CREATIVE AURA STUDIO

JAN 2021 - PRESENT

- Successfully collaborated with over 50 brands, delivering tailored content that aligned with each brand's unique voice and marketing objectives, resulting in increased customer acquisition and retention
- Worked with a diverse range of brands across sectors such as Direct-to-Consumer (D2C), Consumer Packaged Goods (CPG), and E-commerce, demonstrating versatility and the ability to adapt content strategies to different market needs
- Produced over 200 short-form videos for both organic and paid ads, significantly enhancing brand visibility and engagement across multiple social media platforms utilizing Adobe Premiere and CapCut to edit videos
- Crafted compelling scripts for high-converting ad campaigns and stayed up to date with emerging trends, culture, and humor

SOCIAL MEDIA MANAGER + CONTENT CREATOR

WISH

JUL 2022 - JUN 2024

- Drove organic growth and user engagement by revising overall monthly content strategy and owned the hands-on execution of creating content for a global company's social media channels, including written copy, visual assets, and short-form videos
- Monitored social media marketing channels and trends, and managed day-to-day organic social campaign operations across all platforms, including Facebook, Instagram, TikTok, and YouTube through the use of Google Suite, Asana, and Jira
- Created and published 100+ original videos on TikTok, Instagram, Facebook, and YouTube gaining 4M+ views for 20 videos
- Edited marketing paid and organic ad campaign assets with Adobe Premiere and CapCut
- Acquired over \$6k in Gross Merchandise Value (GMV) in one month from social posts with direct shopping links
- Amplified traffic to the Wish App by hosting 35+ livestreams on Instagram, Facebook, and TikTok to educate customers on Wish offerings, promotions, contests, products, and services
- Implemented and oversaw 24+ successful influencer campaigns, elevating brand visibility and maximizing audience engagement on the TikTok and Instagram platforms

GABRIELA DESPUES

Social Media Strategist & Content Creator

EXPERIENCE CONT.

CHIEF EXECUTIVE OFFICER + DESIGNER

DESPUES DESIGNS
DEC 2020 - PRESENT

- Generated \$1,000 in revenue during a single in-person weekend event, and over \$1,000 wholesale orders on Faire
- Grew Instagram following through strategic content creation, engagement tactics, giveaways, and collaborations
- Increased custom project leads by 40% through personalized sales presentations at weekend markets
- Developed and launched a subscription service that boosted consistent monthly sales by 25%, highlighting product development and upselling capabilities
- Implemented targeted email marketing campaigns that increased off-season sales by 15%, showcasing data-driven marketing strategies and customer retention skills

DIGITAL BRAND MANAGER + CONTENT CREATOR

KOLOR ADDIKT
JUN 2021 - JAN 2023

- Managed and created content for 10 clients monthly utilizing Trello and Google Suite including: create content calendar, design graphics, write captions, schedule content, track and report analytics to improve monthly social media strategy
- Achieved a 50% increase in video views on Instagram by developing compelling short-form video scripts and captions, leading to a 10% rise in profile visits
- Improved website traffic by 30% for multiple clients through strategic Wix site redesigns and implementation of tracking links, resulting in a 15% increase in lead generation
- Grew email newsletter and blog subscriber base through bi-weekly, engaging content creation and optimization
- Fostered & developed the existing community of users through fun and creative multi-platform engagement

SOCIAL MEDIA COORDINATOR

CONTRACTS: SCRIBD & HUMBLE BUNDLE
OCT 2021 - JUN 2022

- Utilized Hootsuite & Spout Social to track social media posts, ensuring timely execution and alignment with campaign goals
- Analyzed social media performance metrics and generated comprehensive reports to measure the effectiveness of campaigns, providing actionable insights for continuous improvement
- Recognized and leveraged trending topics to create timely responses, increasing brand visibility and audience interaction
- Assisted in managing social media accounts, implementing branding improvements that enhanced overall account aesthetics and user experience

DIGITAL MARKETING COORDINATOR, NORTHERN CALIFORNIA

UFC GYM
JUL 2019 - MAR 2020

- Led and owned social media marketing initiatives, creating engaging video and image content for multiple club locations
- Developed and executed comprehensive digital marketing campaigns, including event promotions and brand awareness initiatives, leading to an increase in event participation and growth in lead generation
- Implemented strategic lead generation tactics through both external and internal marketing efforts, consistently exceeding monthly appointment booking goals by 15%
- Created brand awareness by connecting UFC GYM to potential partners and brands through experiential marketing
- Managed customer relationships throughout the sales funnel, from initial contact to post-enrollment follow-ups