Gabrielle Mor

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SUMMARY OF QUALIFICATIONS AND TECHNICAL SKILLS

- Strong Communication Skills
- Analytical and Creative Thinking
- Concise Documentation
- Strong interpersonal, verbal, and written skills.
- Effective Relationship Building

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Adobe CS (Photoshop, Illustrator, InDesign)
- Basic knowledge of HTML
- Proficient with Microsoft Windows and Mac OS X
- Salesforce CRM & Salesforce Marketing Cloud
- Working knowledge of Wordpress and Drupal CMS

WORK EXPERIENCE

10/15- Present   Statewide Internet Portal Authority   Denver, CO
Digital Marketing Associate

- Produce various types of marketing collateral, communications and ensure brand consistency across the organization.
- Executed multi-platform social media strategy utilizing Hootsuite for Twitter, Facebook and LinkedIn as well as monitor online reputation. To date have increased LinkedIn followers by96%, Facebook by 15% and Twitter by 22%.
- Updated website (www.colorado.gov/sipa) with news items, events and other content via Drupal content management system.
- Process and electronically file paperwork in Salesforce CRM.
- Design marketing materials such as flyers, brochures, digital adverts, business cards, newsletters, etc. utilizing Adobe CS (Photoshop, Illustrator, InDesign).
- Collaborate with sales and other internal departments to understand their design and marketing needs.
- Design and produce highly creative and impactful presentations for new business pitches and conference presentations (PowerPoint, Prezi).
- Monitor and process inquiries, requests for service and project paperwork on a continual basis.
- Assist in planning and delivery of exhibitions, events, tradeshows and conferences.
- Utilize Salesforce Marketing Cloud (ExactTarget) to send electronic newsletters, batch emails and promotions.
- Develop project briefs, status reports and marketing plans.
- Support any additional activities of the Sales and Marketing Manager.

8/14- 7/15   Signature Consultants   Fort Lauderdale, FL
IT Resource Coordinator

- Design, document, and analyze successful processes and strategies to identify quality candidates by using a variety of networking tools and applicant tracking systems.
- Fully understand and interpret both functional and technical business requirements.
- Act as the conduit between the technical candidates and Business Clients to ensure all intertwining requirements are matched effectively.
- Collaborate with management and business units on innovative ways to successfully utilize data and related tools to advance business return.
- Developed and maintained strong, long-term relationships with business contacts while understanding requirements to gain market intelligence.
- Coordinated regular meetings, communicated details of assignments, participated in daily stand-up meetings, and managed IT contract employees while on projects.