

GABBY DEROSIER

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL... August 2017 – May 2021

Bachelors of the Arts: Political Science and Public Relations Double Major

Bachelors of Science: Information and Library Science Minor

- GPA 3.6 // Magna Cum Laude
- Hayden B. Renwick Academic Achievement Award (*recognizing minority undergraduates who have achieved a cumulative grade point average of 3.2 or higher*)
- College of Arts & Sciences Excellences in Academics Award

CENTRO MUNDO LENGUA, Cadiz, Spain... Summer 2017

- Immersive, educational summer exchange program.
- Completed intermediate Spanish level B2.

UNIVERSITY OF ST. ANDREWS, St. Andrews, Scotland... Summer 2016

- Selected to participate in a 4-week creative writing program.
- Awarded 15 Scottish credits at level 7.

WORK EXPERIENCE

LARGEMOUTH COMMUNICATIONS, Cary, NC

Account Coordinator... October 2021 – Present

- Executes several tactical PR projects against KPIs involving earned media placements, subject matter expert contributions and brand visibility, including but not limited to: writing, proofreading and editing press releases, pitches, media briefs, articles, award submissions, blog and social media content.
- Responsible for critical account project management tasks, including but not limited to: owning account action trackers, creating client meeting agendas, conducting oversight of client deliverable status and deadlines, developing and maintaining media coverage logs, assisting activity report development for assigned accounts and coordinating client-media interviews.
- Identifies strategic media and analyst contacts by fostering relationships with B2B and B2C trade publications, national, regional and local media outlets.
- Leverages storytelling skillset for pitching print, online and broadcast outlets creative stories, articles and media interviews for six core clients.
- Creates, maintains and updates strategic media contact databases for new and existing clients using keyword and Boolean search techniques.
- Monitors editorial calendars and other media opportunity platforms, such as Cision/HARO, to identify upcoming opportunities for clients.
- Researches and analyzes competitors, industry and social media trends to support development of near-term and long-term media strategy.
- Industries including: restaurant franchising, pharmacy & healthcare, cybersecurity, private aviation, power generation, data centers & critical facilities and utilities.

ASCEND PERFORMANCE AND RECOVERY, Raleigh, NC


Marketing Manager... May 2021 – October 2021


- Functioned as head of marketing and primary project manager within the office.
- Incorporated a work management software and Facebook Business Suites into office's workflow, greatly improving office's asset organization and internal communication.
- Developed owned and earned media marketing strategies for gym's rebranding initiatives.
- Defined quarterly key performance indicator metrics and developed strategies to meet short-term marketing goals.
- Led content marketing initiatives through developing and implementing social media and email content calendars.
- Planned and facilitated outreach events and prospective client presentations to increase brand awareness with manager of business development.


Media and Communications Specialist... December 2019 – March 2020

- Crafted and implemented a gym-wide consumer satisfaction survey to evaluate the value of new recovery amenities, such as cryotherapy, and discover potential expansion points.
- Formulated the structure of a member information archive and collected data on 65 clients to understand the gym's different client segments' spending habits.

CONTACT

 919-995-2608

 gabbyderosier@gmail.com

 www.gabbyderosier.com

 www.linkedin.com/in/gabbyderosier

 Raleigh, NC

SKILLS

- Media Relations
- HubSpot Social Media Marketing
- Blog Development
- Cision Media Database
- Google Tag Manager
- Conversational in Spanish
- Content Marketing
- Basic SQL
- Focus Group Design
- Qualtrics
- HTML/CSS
- AP Style