

# Gabrielle Martinelli

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## EDUCATION

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**LIM College:** Graduated May 2022: Magna Cum Laude

New York, NY | May 2022

**Bachelor's Degree** in Business Administration with Fashion Merchandising and **Minor** in Beauty

*Academic Achievement:*

National Society of Leadership and Success: Spring 2020- Present

LIM College Mu Rho Chapter of the Delta Mu Delta International Business Honor Society: March 2021- Present

LIM College Kappa Zeta Chapter of the Alpha Beta Kappa National Honor Society: March 2021- Present

## PROFESSIONAL EXPERIENCE

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**Mario Badescu**

Edison, New Jersey August 2022- Present

TikTok Coordinator

- Manages Tik Tok. Manages Tik Tok influencers, content/ growth strategy and posting. Dedicated to community management and having immense product knowledge to accommodate all customers. Builds relationships and works from start to end with influencers on campaigns.
- Runs paid and organic advertisements on Tik Tok, tracking their data and success.
- Reports analytics monthly using Dash Hudson, and manages influencers, ambassadors, and campaigns on Tribe.
- Works directly with Public Relations Manager to promote to press, build relationships with editors, and have gifting campaigns and events move smoothly.
- Plans shot list for photoshoots and helps with creative direction at product, editorial, or lifestyle photoshoots.

## INTERNSHIP EXPERIENCE

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**Wear Lively**

New York, NY | January 2022- August 2022

*Social Media Intern*

- Manages Tik Tok scheduling, content strategy and posting. Implemented strategy **growing 33%** since January. Interacts with followers, communicates from start to end with influencers on campaigns, reports analytics.
- Creates video and photo content for social media platforms including Tik Tok, Pinterest and Instagram. Uses Canva to create stories and collaborates with the digital design team. Scheduling posts on Later.
- Presents style decks and directs photoshoots for new launches.
- Communicates with influencers and creates content guidelines for new launches in the content calendar. Makes lists of relevant influencers for every campaign and follows through by tracking budget, rates, posting, and all email contacts. Reports analytical numbers for events to the advertisement team to track our organic and earned content.

**Londontown Inc.**

Bayonne, NJ | August 2020- July 2021

*Freelance Content Creation* September 2021- January 2022

*Social Media & Public Relations Team* November 2020- July 2021

*Social Media and Public Relations Intern* August 2020- November 2020

- Social Media Management: Scheduled daily social media posts on the platform, Later. Created graphics and assisted in photo shoots.
- Influencer Marketing: Scouted for top influencers across multiple platforms and sent personalized pitches for collaboration. Managed PR packages by tracking all communication, deliveries, and postings.
- Brand Collaboration Planning: Reached out to brands, set up meetings, and coordinated Instagram or email giveaways. Worked with brands to create assets like copy, and imagery, as well as created Instagram stories/posts on Canva.
- Public Relations: Curated pitches for new launches and news. Compiled lists of relevant editors to communicate with; built a strong relationship with publications including Vogue, Bustle, BuzzFeed, etc.
- Data Reporting: Analyzed social media data weekly by reviewing growth, reach, impressions, pin clicks, and story views to create a relevant report and plan for the upcoming quarter. Tracked commissions on LiketoKnow.It and Share A Sale affiliates.
- Creative Direction and Modeling: Collaborated with the creative team to plan photo shoots and direct campaigns for new launches and lifestyle images.

**Amsale Flagship Bridal**

New York, NY | January 2020- March 2020

*Retail Intern (Internship ended early due to COVID-19)*

- Studied various fabrications and silhouettes to develop product knowledge skills and work with clientele. Maintained a trend driven visual display by updating mannequins with new arrivals. Managed front desk concierge, greeted clients, booked various types of appointments.

## SKILLS/VOLUNTEER

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*Content Creation and Social Media Management*

- Proficient in Canva, Later, Minisocial, Google Analytics, Gorgias, Microsoft Office, Google Suite, ShareASale, Shopify
- Expert in Instagram, Twitter, Facebook, Pinterest, YouTube, and Tik Tok.
- Skills in photo/ video editing.

lifeasgabrielle.com

*Volunteer:* NYFW Bridal Week: Justin Alexander (2019), FORMSHOW Buying Trade Show for International Design (2019).

