

GABRIELLE AMORANTO

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CAREER OBJECTIVE

Current full-time student enrolled in the University of California, Riverside Business Marketing Program with hands-on experience gained through various internships and as well as starting my own small online business using social media. Aiming to leverage my hands-on experience to successfully fill the role at your company. Frequently praised as proactive by my peers, I can be relied upon to help your company achieve its goals.

RELEVANT EXPERIENCE

GABBI'S DOODLES, UNION CITY, CA *Business Owner, Sep 2020 - Present*

- Create and sell approx. 60 custom digital art pieces each month with various products.
- Gained 500+ followers on Instagram and generated 7,000+ sales within 5 months.
- Create my own website, advertisements, polls, questionnaires that I post on Instagram which is my main platform.
- Interact with my customers to create connections and build my customer base. Using this data, I tailor the content of my page and develop a marketing strategy in line with the interests of my target audience.

EPIC VENTURES – BLC, OAKLAND, CA *Seasonal Business Development Intern, Apr 2020 - Sep 2020*

- Create business plan to be present to investors and city councils, including company mission statement and executive summary.
- Initiate market research studies, analyze findings, and develop solutions.
- Construct approximately 50 outreach emails to potential investors for company expansion.
- Design presentations, including pitch decks.

RELOVV, LOS ANGELES, CA *Seasonal Marketing and Merchandising Intern, Oct 2019 - Jan 2020*

- Create 5 posts each week for all of Relovv's social media channels which resulted in a 10% increase in app users within 3 months.
- Present drafts and ideas to clients.

- Vary language and tone of messages based on product and medium.
- Conduct research and interviews to determine which of a product's selling features should be promoted
- Review advertising trends, consumer surveys, and other data regarding marketing of goods and services to determine the best way to promote products.
- Curate, design, and manage seasonal collections for mobile and web apps for consumers to shop from.
- Worked directly with suppliers and sellers to promote new features and content.

INFINERA, SUNNYVALE, CA *Summer Marketing Intern, Jun 2017 - Aug 2017*

- Assist company marketing team with market research projects and analysis.
- Develop and implement procedures for identifying advertising needs.
- Create and update weekly marketing newsletters that consisted of up-to-date news, events, and highlights which were sent out to all Infinera employees.
- Maintain electronic records and inventory, while ordering materials, supplies, and services for marketing team and for sales conferences.

EDUCATION

UNIVERSITY OF CALIFORNIA-RIVERSIDE RIVERSIDE, CA *BA in Business Admin. Marketing (Expected graduation Jun 2021)*

- GPA: 3.56
- Relevant Coursework: Digital Marketing, Marketing Research, Brand Management
- Extracurricular Activities: Leaders for Change Club

ADDITIONAL SKILLS

Adobe Suite ~ Microsoft Office Suite ~ PowerPoint ~ Excel ~ Instagram ~ Twitter ~ Facebook ~ Google Drive ~ Social Media Management ~ Lightroom