



GABRIELA M. BAKER

EDUCATION

JAMES MADISON UNIVERSITY

Aug 2015-May 2019

Harrisonburg, VA

- B.A. Media Arts and Design, Concentration in Advertising
- B.A. Modern Foreign Languages, Concentration in Spanish
- 2017 Summer Semester at Universidad de Salamanca, Spain; completed courses in Business Spanish and Literature

WORK EXPERIENCE

ASSISTANT ACCOUNT EXECUTIVE, OGILVY

April 2021-Present

Washington, D.C.

- Establishes and builds the relationship with day-to-day clients, external agency partners, and internal agency team
- Manages and supports more senior Account Executives on projects, overseeing execution and status of account activities
- Leads earned media efforts by supporting clients in public relations and media opportunities

PROJECT MANAGER, RANDALL BRANDING AGENCY

Aug 2019-Mar 2020

Richmond, VA

- Managed client relations and defined project scope for all accounts
- Developed and maintained client reports and status sheets to monitor progress and meet deadlines
- Composed copy for and managed various accounts' email marketing, social media platforms, and websites

WRITING TUTOR, UNIVERSITY WRITING CENTER (UWC)

Dec 2016-May 2019

Harrisonburg, VA

- Helped clientele with brainstorming, organization, and clarity of written assignments
- Gained expertise in copy editing and proofreading through UWC faculty training

DESIGN EDITOR AND CONTENT WRITER, JMU BLUESTONE YEARBOOK

Aug 2016-May 2019

Harrisonburg, VA

- Directed design team, conceptualized theme, and developed design layout for award-winning 2018-2019 Bluestone Yearbook
- Composed featured stories for 2016-2017, 2017-2018 Bluestone Yearbook

BRAND STRATEGIST, CENTER FOR GLOBAL ENGAGEMENT (CGE)

Jun-Aug 2018

Harrisonburg, VA

- Developed branding strategy and communications plan to increase clarity and exposure of CGE
- Led communication efforts between CGE and university students and staff
- Composed and edited articles for CGE website; gained expertise in Microsoft Word, PowerPoint, and Excel

STRATEGIC PLANNER INTERN, THE MARTIN AGENCY

May-Jun 2018

Richmond, VA

- Guided market research and insights of advertising campaign for client, Penske Truck Rentals
- Gained proficiency developing and organizing creative briefs and pitches

MARKETING DEVELOPER AND STRATEGIST, ENTRENARME S.L.

Jun-Jul 2017

Valencia, Spain

- Developed online advertising strategies for international online fitness training company
- Handled telemarketing communication with prospective partners and clientele; proficiency in Spanish/English translation

LEADERSHIP

STUDENT ENGAGEMENT DIRECTOR, MADISON AMERICAN ADVERTISING FEDERATION (AAF)

Jan 2017-May 2019

- Led and created integrated advertising campaigns and plans books for clients: Tai Pei, Ocean Spray, and Wienerschnitzel
- Coordinated PowerPoint deck and presented at 2018 National Student Advertising Competition (NSAC)