
GABRIELLA FISH

Education

- **Public Relations & Corporate Communication, Master in Professional Studies (MPS)**
Georgetown University | Washington, DC | *August 2021*
- **Strategic Communications, B.A. | Minor in Marketing**
Oklahoma State University | Stillwater, OK | *December 2019*

Professional Experience

- **River Oaks Travel | Travel & Marketing Coordinator | Oct. 2024 - Present**
 - Develop and execute strategic marketing campaigns to engage high-profile clients.
 - Maintain strong relationships with stakeholders and clients, ensuring exceptional service and brand loyalty.
 - Utilize targeted communication strategies to craft personalized messaging for VIP clients.
- **Versa Creative | Senior Account Manager | March 2023 - May 2024**
 - Served as the primary liaison for over 30 accounts across diverse industries, ensuring client objectives aligned with communication strategies.
 - Nurtured team of 5+ Account Managers guiding the team to solve problems and achieve their client's business goals for 90+ clients.
 - Focused on clients' retention, revenue growth, and relationship growth to measure the success of Versa's marketing efforts.
 - Advised clients on crisis communication, reputation management, and public engagement strategies.
 - Led cross-functional teams to execute initiatives that strengthened public perception and community relations.
 - Upsold Versa services to existing clients resulting in over \$40K in additional revenue.
 - Managed account that won four 2023 AVA Digital Platinum Awards for Altus Community Healthcare.
- **Versa Creative | Account Manager | May 2021- Feb. 2023**
 - Acted as main point of contact and master organizer of projects for over 30 accounts within a variety of industries.
 - Maintained a few of Versa's highest grossed clients (Village Emergency Centers, Alife Hospitality) with ad spend and marketing efforts over \$200K total on a monthly basis.
 - Supervised content development, social media engagement, and digital advocacy efforts.
 - Assisted in the development corporate outreach campaigns.
- **Open Ventures | Digital Marketer | Nov. 2020- May 2021**
 - Architect customer acquisition strategies through contextual storytelling, creating digital content and sales-driven marketing strategies that grow businesses.
 - Manage clientele's social media platforms and create a variety of content from blogs, websites, graphics, posts, stories, etc.
- **Center for Executive and Professional Development | Social Media Coordinator | Aug. 2019- Dec. 2019**
 - Managed daily content for social media platforms including Facebook, LinkedIn, Twitter, and Instagram.
 - Developed promotional materials, press releases, and event communications.

Involvement

- **Public Relations Society of America (PRSA) | Houston, Texas Chapter | Jan. 2020 – Present**
- **Public Relations Student Society of America (PRSSA) | Digital Communications, VP | Jan. 2019 – Dec. 2019**
 - Developed digital strategies and managed social media platforms to enhance outreach.
 - Coordinated messaging for campaigns in collaboration with local organizations such as WorkIt, Planet Orange and the Chamber of Commerce of Stillwater (OK).
- **CowboyThon Big Committee | Public Relations Committee | Aug. 2018 – Feb. 2019**
 - Executed fundraising campaigns raising over \$122K for Children's Miracle Network Hospital.

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