

GABRIELLA FISH

Public Relations & Corporate Communications

713-553-3012



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gabriellafish.com



EDUCATION

Oklahoma State University

Bachelor of Art in Strategic Communications
Minor in Marketing
2016 – 2019

Georgetown University

Master of Professional Studies – Public Relations &
Corporate Communications
2020 – 2021

SKILLS

- Advanced Google Analytics
- Google Suite
- Microsoft Suite
- Klaviyo
- MailChimp
- HeyOrca
- Agency Analytics
- ZOHO
- Wrike
- Whitespark
- BirdEye
- Canva
- Adobe Creative Suite

CERTIFICATIONS

- Advanced Google Analytics
- Google Analytics for Beginners
- What is Graphic Design?
- Data-Driven Presentations with Excel & Powerpoint
- Public Relations Foundations: Media Training
- Google Analytics Individual Qualification

OTHER EXPERIENCE

- PRSA Member since 2020
- Oklahoma State University – Social Media Coordinator 2019
- Zeal Co. – Marketing Intern 2019
- DB Schenker – International Business & Communication Intern 2017

PROFESSIONAL EXPERIENCE

Versa Creative

Featured Clients: Altus Community Health, Massage Heights, ChampionX, The Cannon, Wallis Bank, Bulldog Security, CLS Health, Kubosh Law, International Cellulose Corporation, Village Emergency Centers, Worth & Co, Comfort Systems USA (and accompany companies), Sunbelt Merchant Group, Alife Hospitality, Southwest Public Schools, EMERGE.

Senior Account Manager | 2023 – 2024

- Nurtured team of 5+ Account Managers guiding the team to solve problems and achieve their client's business goals for 90+ clients.
- Created processes with Founders and Management Team on retention, workload, training programs, internal SOPs and guidelines.
- Helped the AM team develop strategies to grow their client base and ensure that the team is providing quality, cost-effective services.
- Focused on clients' retention, revenue growth, and relationship growth to measure the success of Versa's marketing efforts.
- Maintained 30+ client accounts in addition to Internal Operation responsibilities.
- Led training sessions for new Account Managers and employees covering company and client relation best practices.
- Supervised over 15 client accounts to internally discuss client needs and implement best solutions to reach goals.
- 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.

Account Manager | 2021 – 2023

- Managed account that won two 2022 AVA Digital Platinum Awards for Village Emergency Centers.
- 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.
- Acted as main point of contact and master organizer of projects for over 30 accounts within a variety of industries.

Open Ventures

Featured Clients: Bearded Goat Barber, CarpeDM, Hustle DC, Minority Millennials, Phone2Action

Digital Marketer | 2020 – 2021

- Architect customer acquisition strategies through contextual storytelling, creating digital content and sales-driven marketing strategies that grow businesses.
- Manage clienteles' social media platforms and create a variety of content from blogs, websites, graphics, posts, stories, etc.
- Handle project management duties, such as keeping in touch with clients in real time through Monday.com, Slack, email, Google Hangout, WhatsApp and master spreadsheets via Google Workspace.