

# G A B E G L A S S M A N N

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## EXPERIENCE

### **Freelance Strategy and Brand Consulting | 09/23 - Now**

Key Clients: CommonWealth Crush Co., Waterstreet Studio

- Developed comprehensive brand strategies, digital solutions, and visual identities to establish clear market positioning for clients, guiding them through market analysis and audience segmentation.

### **Brand Engagement Manager | 07/23 - 07/24**

Mary Baldwin University

- Drove significant audience growth (Facebook +84%, IG +7%, LinkedIn +3%) by managing the content calendar and partnering with creative teams to develop compelling, platform-specific assets.
- Led content strategy for a new university website launch, auditing/rewriting all core site content and managing cross-departmental approvals to unify brand messaging.
- Directed paid social strategy across all funnel metrics, managing budgets and defining audience segments to generate qualified leads and drive student enrollment.

### **Social Media Manager | 07/22 - 07/23**

Mary Baldwin University

- Grew Instagram followers 67% (to 5,000+) by launching a data-driven strategy, analyzing daily metrics to create and curate engaging, trend-based content (Reels, carousels) for the university community.
- Executed and optimized paid social campaigns (Facebook/Instagram) to support recruitment, A/B testing creative and adjusting targeting to improve lead quality and maximize ROAS.

## EDUCATION

### **VCU Brandcenter | 08/24 - 05/26**

Master of Science (M.S.) Business/Branding

Concentration: Creative Brand Management

### **Mary Baldwin University | 08/18 - 05/22**

Bachelor of Science (B.S.) Biology

Bachelor of Arts (B.A.) Sociology with an emphasis in Anthropology

## SKILLS

Brand Strategy & Positioning

Digital Content & Paid Media Strategy

Cross-functional Team Alignment

Project & Budget Management

## SIMPLE PLEASURES

Snowboard carving through fresh snow

Onions & garlic sautéing and a glass of Petit Manseng

Light at 4:42 pm in January

Susto's live album, "Live from Coldfish Hollow"

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