

# Gabriana Marks

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Writing / Editing • Event Management • Marketing • Journalism

## Summary

9+ years – Professional Writing & Editing

14+ years – Non-Profit Event Production & Leadership Service

7+ years – Client Relations & Sales

## Education

**University of Southern California**, Bachelor of Arts / Broadcast Journalism

High Honors – Cumulative GPA 3.72

## Professional Experience

**Pajaro Valley Federation of Teachers (AFT-CFT Local 1936)**, Business Office Manager, Marketing & Events (2011-2012)

- Redesigned & edited marketing outreach newsletter and several dozen print, email, social media & online marketing tools driving awareness and action.
- Organized large general membership events attracting record attendance, and coordinated more efficient meetings.
- Created & cultivated community relationships and built support for local teachers.
- Managed business office, finances and business travel, resulting in several thousand dollars savings.

**Patch.com**, Freelance Reporter (2011)

- Reported on hyper-local news issues and features in the Santa Cruz-Capitola area.

**Insurance Industry**, Business/Marketing Manager & Client Relations Specialist (2009-2010)

- Worked a contract and a temporary position in the insurance industry to cover living expenses.

**San Francisco Chronicle**, Writer / Editor / Project Manager (2007-2009)

- Edited & wrote for several weekly (Jobs, Homes & Cars) and a dozen special publications (Modern Bridal, Prom Guide, Holiday Gift Guide, Auto Show, National Pet Week & more).
- Coordinated freelance writers, photographers, designers, sales & management.
- Achieved deadlines without error, created compelling content in line with Chronicle & AP style and got ahead of schedule utilizing custom detailed charts I implemented.
- Learned to efficiently manage a dozen+ publication projects at once in significantly understaffed department & saved the company money.

**San Francisco Chronicle Style section, Business & Technology section and SFUnzipped (style/beauty blog)**, Contributing Writer (2008-2009)

- Researched & wrote freelance articles for newspaper sections and blog.

**KCBS 740 AM and kcbs.com**, News Writer (2006-2008)

- Freelance online & radio news writer covering local San Francisco news.

**San Francisco Jewish Community Federation**, Campaign Administrative Coordinator (2006-2007)

- Initiated, created & edited live travel blog as philanthropic marketing and community outreach while staffing a donor trip to Israel.
- Managed department communications & edited weekly newsletter (developed best marketing best practices as Constant Contact expert); coordinated procedures, budget management & training; Managed executive & departmental needs while ensuring high-level donor relations and event & meeting support.

**Starbucks Coffee Co.**, Assistant Store Manager (2005-2006)

- Created detailed charts outlining closing procedures for each partner on duty, allowing the team to close the store on time, cleaned & prepped for the early morning shift, resulting in significant savings to the company.

**KNX 1070 News Radio (CBS Network)**, News Writer (2003-2005)

- Wrote broadcast news copy within tight deadlines, researched stories & interviewed sources, coordinated with anchors & editors while providing listener support. Covered local, national and international news.

**KTLA-TV Channel 5/WB CyberGuy Segment**, Editorial Intern (2004)

- Researched segments and coordinated on field shoots, affiliate relations and office organization.

**ATVN Annenberg TV News**, News Writer/Reporter/Videographer/Editor (2004-2005)

- Researched, wrote & reported broadcast news affecting L.A. & the USC campus. Shot and edited video, designed graphics and produced feature and news packages.

## Professional Development

- TESOL/TESL/TEFL 100-hour course certification from Oxford Seminars (2012)
- Ambassador, Careerealism Club (online expert career development network)
- UJC Boston 2010 National Young Leadership Conference: "Leadership. Service. Community."
- San Francisco Chronicle Multimedia Photo Training
- Media Bistro Course: Breaking Into Travel Writing (2008) & Advanced Travel Writing (2008)
- Associated Press Television-Radio Association (APTRA): Anchor Academy (2005)
- Associated Press Television-Radio Association (APTRA): Reporter Academy (2004)
- TV news reporting training ride-alongs with local CBS TV station CBS2/KCAL9 Reporter Joel Connable
- QuickBooks Pro 2011 Course, Watsonville-Aptos Adult Education
- Cake Decorating Course, Cabrillo College in Aptos, Calif.
- Theater Make-Up Course, University of Southern California Theater Department

## Volunteer Experience

**Jewish Community Federation**, YAD Board Vice President of Communications (2010-2011)

- Produced & facilitated Young Leadership Board Retreat for 20 volunteer members.
- Designed & edited thorough board manuals to help leaders understand their community roles as well as several marketing pieces

**Share Our Strength's Taste of the Nation**, SF Planning Committee Marketing Chair (2010)

- Designed & edited several well-crafted marketing pieces to help inspire 700+ attendance and \$70,000 raised at charitable event in support of ending childhood hunger.

**Jewish Community Federation**, YAD Board Leadership Development Team (2009-2010)

- Co-chaired planning committee for Leadership Speaker Series.
- Designed & edited informative newsletter for leaders' use in speaker series

**Jewish Community Federation**, YAD Board Marketing Chair (2008-2009)

- Founded & edited "Challah Back" blog covering community, philanthropy & leadership and highlighting the city's hottest events for professional, young Jews.
- Significantly increased traffic to blog utilizing coordinated social media marketing on Facebook & Twitter.

**USC Hillel (University Jewish Student Center)**, President (2004)

- Organized & initiated events / activities more than doubling attendance. Coordinated elected board and liaison with media, university and other student organizations.
- Served as VP Programming on the board the previous year; Worked as intern planning annual cultural festival for two years.

**Extensive Additional Volunteer Experience Available Upon Request**

## Skills

- Expertise in **Mac & PC** operating systems
- **Proficiency in the following software:** Microsoft Office Word, Excel & PowerPoint; iWork Pages Layout; CCI Design; Adobe InDesign, Photoshop & Illustrator; AP News Service & iNews newsroom software; Dreamweaver; FileMaker Pro & AFT Membership Suite; QuickBooksPro 2011; Raiser's Edge.
- **Extremely Web-savvy** (online investigative journalism training); Proficiency with Web applications, including: Moveable Type, Wordpress & Blogspot blog software; Google apps; Constant Contact and SalsaLabs email marketing; and social media: Facebook (early adopter), Twitter, LinkedIn, Skype & more.
- **Multimedia:** Photo, video, AVID linear & non-linear editing & graphic design.
- **Languages:** Hebrew, some Spanish. Currently studying Italian.