

# GABRIELLA M. STARNES

## EDUCATION

**Boston University School of Management;** Boston, MA

Bachelor of Science in Business Administration

May 2011

Concentration in Organizational Behavior and Entrepreneurship; Religious Studies

## EXPERIENCE

### **Senior Marketing & Account Manager**

**Globe Runner,** Dallas TX (Remote from Kansas City)

April 2021 - Present

- Create, implement, and optimize marketing strategies for over \$80,000 worth of retainer clients & make sure they receive a timely return on their investment.
- Manage paid advertising efforts, SEO campaigns, content creation, and social media strategy for over 14 clients, while training other account managers on the processes of the job.
- Create and execute digital marketing strategy for the agency, bringing in new leads to the business.

### **Director of Marketing (DBA Helps2)**

**Central Coast College,** Salinas CA

October 2015 - April 2021

- Designed & implemented a 360-marketing strategy that took class enrollment from 60% to 100% capacity in less than 2 years.
- Increased leads and brand awareness via advertising and cold outreach methods.
- Methods included rebranding the company, Search Engine Optimization, deploying a modernized website, advertising via social media, advertising via television, and deploying a consistent social media plan.

### **Director of Marketing (DBA Helps2)**

**Evangel Home LLC,** Fresno CA

May 2013 - October 2015

- Created and executed full digital marketing strategy that brought in over \$650K in donations during my time with the organization
- Implemented multiple social media campaigns, initiating 115% increase in people participating in their online community
- Managed their paid advertising, newsletter and SEO strategies

### **Marketing & Tour Manager**

**The Extreme Tour,** Nashville TN

May 2011- April 2013

- Coordinated marketing & execution of over 60 annual music events throughout U.S.A.
- Created & maintained website, social media presence & annual promotional graphics-materials.
- Utilized coding to maintain over 500 band applications in web database.

## SKILLS

Marketing Growth Strategy, Advertising (Programmatic, Google Ads, Meta Ads, and more), campaign creation, social media platforms & strategy, Adobe Creative Suite, computers (Excel, Microsoft Office, data manipulation, PowerPoint), fundraising (Google Grants, grant writing, building financial website infrastructure) and web design/development (Squarespace, Wordpress, basic HTML, CSS, SEO). Certified in Google Ads and Google Analytics.