

Gabrielle Camacho

New York, NY | camachogabi803@gmail.com | (332)-217-7685 | [Portfolio](#) | [LinkedIn](#)

PROFILE

Senior honors student at Pace University pursuing a bachelor's degree in business administration with a focus on Advertising and Integrated Marketing Communications and a minor in Creative Writing. Camacho is detail-oriented, great at multi-tasking, time management, working in fast-paced environments with heavy workloads and has an eagerness to learn and positive attitude. Camacho helps bring visions to life through captivating visuals, storytelling, and bringing out the personality of a project.

EDUCATION

Pace University Lubin School of Business New York, NY
BBA-Advertising & Integrated Marketing Communications May 2025
Honors: Pforzheimers Honors College Scholarship
GPA: 3.6

RELEVANT COURSEWORK

Principles of Marketing | Advertising Strategy & Creative Marketing | Marketing Research | Consumer Behavior | Business Analytics | Media Planning & Buying | Film & Screen Studies | Advanced Marketing

ACADEMIC PROJECTS

Marketing Research: The Fall of Marvel May 2024

- Conducted and presented marketing research study using primary data from in-depth interviews and Qualtrics questionnaire that explores the possible causes for the Marvel Cinematic Universe's recent decline in viewership and sales within box offices

EXPERIENCE

Improvolution New York, NY
Graphic Designer November 2023 - May 2024

- Developed over 20 media assets a month using Canva for social media platforms such as Instagram
- Designed, formatted, and wrote copy for biweekly newsletters published via Squarespace

Sweetie High Media New York, NY
Social Media & Digital Marketing Intern June 2023 – August 2023

- Produced over 600 videos as content for 4 TikTok accounts to boost marketing campaigns for aspiring musicians gaining over 2 million views
- Tracked and analyzed the growth, engagement analytics, and followers of 4 TikTok accounts

LEADERSHIP

Pace University American Marketing Association New York, NY
Chief Creative Officer December 2022-May 2024

- Designed branding, merchandise, and 30 promotional items per month using Adobe Creative Suite and Canva and increased social media following to over 1,500 followers on Instagram
- Managed a 4-member team and coordinated successful media plans, creative strategy, and won 5 national competitions for graphic design, events planning, and video production

SKILLS

- Administrative/Clerical: Microsoft Office Suite, Google Suite, LinkedIn, Discord, Monday.com,
- Design & Media: Adobe Illustrator, Adobe Photoshop, Capcut, Canva, Krita, Wix, In-App Tools
- Marketing: Qualtrics, Simmons, Social Media Marketing (Instagram, TikTok, X/Twitter, Pinterest)

AWARDS

2nd Place in Chapter T-Shirt Design | 2024 AMA International Collegiate Conference
1st Place in Students Choice Chapter Exhibit | 2023 AMA International Collegiate Conference

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Gabrielle Camacho is a graphic designer, writer, and aspiring marketing professional that brings visions to life through captivating visuals, compelling storytelling, and showcasing the unique personalities behind each project. Camacho strives to celebrate diverse voices and create projects that resonate with people. Known for her creative approach, Camacho believes that true creativity encompasses innovation, artistry, and imagination—qualities she demonstrates through her professional endeavors.

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