

GABRIELA CAMINERO

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MARKETING MANAGER ● **CREATIVE DIRECTOR**

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SUMMARY

Passionate marketer and creative leader with experience driving brand growth through innovative strategies, content creation, and data-driven decisions. Skilled in developing rebranding initiatives and marketing campaigns, managing creative teams across digital, print, and video form. Enthusiastic on bringing fresh ideas, strategic thinking, and a results-oriented approach to elevate marketing efforts, with a strong focus on delivering innovative solutions to increase engagement, and brand recognition.

TECHNICAL SKILLS

- Canva - Advanced
- Photoshop - Intermediate
- Notion - Intermediate
- Web Visual Design - Basic
- SEO - Basic
- Microsoft Office - Advanced
- AI - Intermediate
- Spanish - Native
- English - Fluent
- Meta Analytics - Intermediate

AREAS OF EXPERTISE

- Branding
- Social Media
- Market Research
- Data Analysis
- Event Coordination
- Content Creation
- Customer service
- Copywriting

EDUCATION

Sept. 2023-
Current **Business Diploma**
Georgian College – Toronto, ON

August
2021 **Introduction to Marketing**
Wharton University of Pennsylvania
(ONLINE)

Nov. 2021-
May 2023 **Sales and Marketing Diploma**
ILAC International College – Toronto, ON

January
2019 **Event Design Course**
Chavón School of Design - Dom. Rep.

WORK EXPERIENCE

Current - Oct. 2023 **Creative Director**
Maroket Creative Studio - Remote

Marketing agency based in Ohio, USA, unique for their international team specialized in digital strategy, social media management, customer experience and events.

- Responsible of developing the overall creative vision of projects and campaigns. Directing the brand identity of multiple clients and managing the execution of creative concepts, ensuring they are effectively brought to life across various mediums (digital, print, video, etc.). aligning with the brand's image, values, and goals.
- In charge of leading and inspiring the international creative team (graphic designers, copywriters, photographers, animators) moderating the creative meetings, brainstorming sessions and one-on-one check-ins with each team member to maintain quality, consistency, and on-time delivery.
- Responsible of the creation of the content calendar, planning and overseeing the execution of the necessary photos, videos, promotions, and events of each month, in order to meet the quarterly objectives for each brand.
- Responsible of developing rebranding proposals, managing the mood-board, logo design, and brand book, including brand colors and elements. In charge of facilitating the proposal meetings and communicated directly with clients to understand their vision, needs, and feedback for new projects.
- Developed brand activation strategies by setting up collaboration opportunities with brands like Corona, influencers, and local fraternities/sororities for takeovers at our clients' establishments, focusing on driving organic growth through user-generated content (UGC)
- Participated in monthly KPI meetings with clients, along with the Marketing Director, to review projections and results, ensuring alignment with our quarterly objectives.
- Contributed to the strategic marketing plans along with the Marketing Director, developing innovative approaches to capture attention and drive engagement throughout the media platforms to increase sales, brand awareness and customer loyalty.
- Monitored all creative materials before release, to ensure the highest standards of design, copy, and production quality.

Jan 2023 - Sept. 2023

Marketing Manager

Joie Jewelry | Tmptd Salon - Toronto, ON

Female-founded jewelry store unique for their trendy European and Canadian jewelry | Luxury salon based in Toronto, specialized in European Manicure Technique, Hair Styling, Treatments and Spa Services.

- Led the rebranding efforts for Joie Jewelry to target a premium audience, creating content that aligned with the image of their premium-tier brands while maintaining a classic yet approachable look for their mid-range jewelry lines.
- Organized and promoted company events, leading collaborations with local artists, brand ambassadors and brands like L'Occitane to boost exposure and reach new audiences for both Tmptd Salon and Joie Jewelry.
- Managed the onboarding of Tmptd Salon's media presence as the new salon in town, developing and executing visibility campaigns to increase brand awareness.
- Oversaw content creation for each brand, leading photoshoots in collaboration with photographers and models, and working closely with the editing team to ensure high-quality, timely delivery of final products.
- Collaborated with the outsourced marketing team to create partnerships, promotional campaigns and loyalty programs.
- Implemented comprehensive marketing strategies to promote products & services. Aligning with long-term and short-term marketing plans for business objectives and growth.
- In charge of benchmarking, taking into consideration that both brands were located in the heart of Yorkville. Conducting market research and competitive analysis of leaders in the industry to understand market trends and consumer behavior.
- Planned the content calendar and created marketing materials, including brochures, social media posts, ads, and email campaigns, ensuring consistency across all platforms. Originating engaging content to build brand presence and community engagement.

Jul. 2022 - Jan. 2023

Content Creator | Social Media Manager

Joie Jewelry - Toronto, ON

Female-founded local business based in Toronto, unique for their quality of trendy European and Canadian jewelry.

- In charge of the production of images (product and lifestyle photos) and graphic design, for their use in social media posts, stories, website, and advertisements.
- Generated the written content like social media captions, post information and video scripts, ensuring that all content is engaging, informative, and aligns with the brand's voice.
- Filmed and edited videos for platforms like Facebook, Instagram, TikTok ensuring high-quality production and editing.
- Worked closely with the sales department and product team to ensure content aligns with overall marketing campaigns, product launches, and business objectives.
- Published and shared content across the media, managing the content calendar and its posting schedule through scheduling platforms. As well as, repurposing existing content into different formats to maximize reach.
- Analyzed campaign performance across platforms using social media insights to assess effectiveness and suggest improvements.
- Monitored competitors and industry leaders to stay ahead in terms of trends, customer preferences and engagement techniques.

2019 - 2020

Community Manager

Freelancer - Dom. Rep.

- Managed and updated client's social media profiles (Facebook, Instagram & TikTok) In charge of creating post copies serving as the voice of the brand making sure they align with the company's goals and messaging while being authentic and engaging.
- Engaged with followers to increase responds and interactions fostering a positive community and building brand awareness.
- Responded to audience inquiries, feedback, and comments in a timely manner. Serving as the first point of contact for community members who have issues with products, services, or brand interactions.
- Moderated user-generated content (UGC) to ensure it adheres to community standards.
- Shared important updates, announcements, or product launches with the community and ensured they understood how to engage with them.
- Worked closely with marketing and customer service teams to ensure community feedback is considered in business decisions.
- Collaborated on creating content that resonates with the community and supports marketing campaigns.