



# GABRIELA WOJCIK

COMMUNICATIONS. SOCIAL MEDIA.  
PUBLIC RELATIONS. MARKETING.

## CONTACT

New Jersey / New York

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## WORK EXPERIENCE

### Rook Coffee

Point Pleasant, NJ | January 2021-January 2022

- Barista / Key Holder

Long Branch, NJ | January 2022-Present

- Communications Coordinator
  - Acting as an internal marketing liaison, communicating key information in advance of product launches, operational changes, etc. and fielding any incoming store team communications.
  - Answering and resolving customer service inquiries
  - Managing all social media platforms and community engagement in line with our internal content calendar and marketing objectives + campaigns
  - Maintaining and moderating digital review platforms,
  - Creatively conceiving, implementation, and execution of content for our website, in-store signage, social media, email/SMS marketing, merchandise, etc.
  - Creating and maintaining content marketing calendars, project timelines and checklists, and employee-facing documents.
  - Writing and pitching press releases, articles, and more media relations content digitally

### Six Flags Great Adventure

Jackson, NJ | March 2016 - June 2021

- Unit Supervisor (2017 & 2019)
- Host, Dancer, Character Performer / Attendant
- Face Character: Poinsettia Princess, Elf, Evergreen Queen
- Fright Fest Scare Actor
- Human Resources Coordinator
- Halloween Daytime Supervisor (Entertainment)

## SPECIAL SKILLS

**Technical:** UltiPro (HCM System), Point of Sale System (POS), ClearStar, Adobe Premiere, Lightroom, Microsoft Office Suite (Word, Excel, PP), Google Suite, Breakdown Express, Casting Networks, iMovie, Premiere Pro, Canva, Basic Web Design, Slack, Wix, AP / MLA Formatting, Shopify, Square, Gorgias, Recharge, Craver App, Yotpo, Notion

**Social Media:** Instagram, Youtube, Twitter, Facebook, Snapchat, Pinterest, Spotify, Vimeo, LinkedIn, TikTok, Reddit

**Language:** Fluent in Polish, Beginner in German

organization, time management, leadership, social media, self-motivated, digital content, tenacious work ethic, employee onboarding, human resources, customer service, interpersonal communication, attention to detail, data entry, professional communication,

## EDUCATION

### Pace University - NYC

Bachelor of Arts, Communication Studies [2021]

Minor in Arts & Entertainment Management

GPA: 3.99

**Activities:** : Tau Sigma Transfer Honor Society (Vice President), Welcome Center

## ACHIEVEMENTS

- Pace University Communication Studies Academic Achievement Award [May 2021]
- Pace University Dean's List 1st Honors [All Semesters]
- Six Flags Great Adventure Service Superstar [2019]
- Six Flags Great Adventure Paul Tuliano Scholarship Recipient [2018 - 2020]
- Six Flags Great Adventure "Rising Star Award" [August 2018]
- Six Flags Great Adventure Golden Carousel Award Nominee: Supervisor of The Year