

# GABRIELA WOJCIK

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## EDUCATION

**Pace University, Dyson College of Arts and Sciences**

**New York, NY**

**BACHELOR OF ARTS (BA)**

May 2021

**Major:** Communication Studies | **Minor:** Arts & Entertainment Management

**Honors:** Dean's List (High Honors) | GPA: 3.99 | Summa Cum Laude

## PROFESSIONAL EXPERIENCE

**Macy's Studios / Thanksgiving Day Parade**

**New York, NY**

Volunteer Management Specialist

March 2023 – Present

- Oversaw the entire Macy's Studios / Parade volunteer community (4000+ volunteers) and lead volunteer registration, including sending applications, reviewing applications, pulling reports via registration site and FileMaker Database.
- Strategized overall volunteer program, including organizing volunteer events, establishing volunteer relationships, and implementing appropriate Macy's Studios support.
- Developed and distributed all volunteer communication, including mass email, managing events mailbox, answering FAQ inquiries, responding to mobile app inquires, and crafting new resources.
- Pioneered internal Parade Ready App "Win It Wednesdays" and grew social feed engagement 100% since 2022 by encouraging volunteers to engage with each other and use as a resource.

Singing Tree Coordinator

October 2022 – December 2022

- Coordinated all rehearsals (in person and virtual) and managed entire group of Macy's colleagues during parade week (travel, covid testing, rehearsals, meals, parade route, etc.)
- Facilitated and created/met deadlines for all communications between participants and Macy's Branded Entertainment, Special Events, and Corporate Communications teams.
- Served as point of contact for all inquiries, assets, vendor contracts, travel bookings, etc. regarding participants and the production as a whole.

**Rook Coffee**

**Long Branch, NJ**

Communications Coordinator

January 2022 – August 2022

- Acted as an internal marketing liaison, communicated key information in advance of product launches, operational changes, etc. and fielded any incoming store team communications.
- Answered and resolving customer service inquiries via Gorgias platform and all social media channels
- Managed all social media platforms and community engagement in line with internal content calendar and marketing objectives + campaigns (Increased overall reach by 30% / engagement by 9% in 90 days)
- Creatively conceived, implemented, and executed of content for company website, in-store signage, social media, email/SMS marketing, merchandise, etc.
- Created and maintained content marketing calendars, project timelines and checklists, and employee documents.

## HONORS AND AWARDS

- Pace University Academic Excellence Award in Communication Studies

May 2021

## SKILLS

**Technical:** UltiPro (HCM System), Point of Sale System (POS), ClearStar, Adobe Premiere, Lightroom, Microsoft Office Suite, 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, SMS Bump, Notion, Filemaker

**Social Media:** Instagram, Youtube, Twitter, Facebook, Snapchat, Pinterest, Spotify, Vimeo, LinkedIn, TikTok, Reddit, Lemon8

**Language:** Fluent in Polish & English

organization, time management, leadership, social media, highly motivated, digital content, tenacious work ethic, employee onboarding, human resources, customer service, interpersonal communication, attention to detail, data entry, professional communication, positive energizer, public relations, copywriting, inventory management, digital marketing, planning, social media management, content creation, social media analytics, scheduling, office administration, project management, coordination