

Gabrielle Faust

Austin, TX 78737

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- Current Career Level: Senior Copywriter / Social Media Marketing Manager
- Years of Professional Experience: 24
- Software Experience: InDesign, Illustrator, Photoshop, Word, Excel, PowerPoint, Text Wrangler, Direct Contact, Mail Chimp, WIX
- Management Applications: Monday, WHMCS, Teams, SharePoint, Slack, Kajabi, Basecamp
- Social Media Expertise: X, Facebook, Instagram, YouTube, SnapChat, blogging, LinkedIn, Tumbler, Trover, Pinterest, Wordpress, Wix, Google+, SoCi, TikTok, Meta, Facebook Business Suite, WeAre8, Pepper, Hootsuite

Willing to relocate to: California - New York, NY - Colorado

Authorized to work in the US for any employer

Work Experience

Freelance Social Media Manager

Ignite Marketing - Los Angeles, CA

September 2023 to Present

Social media content development (graphics, videos, and copywriting) and management for a variety of clients for Ignite Marketing primarily based in southern California.

Social Media Marketing Manager

Cajas Digital Agency - Austin, TX

September 2021 to October 2023

Social Media Marketing Manager for the Cajas Digital Agency. Our focus is primarily on the automotive industry and specifically clients located within the state of Texas. My responsibilities include the management of marketing and social media for 10 clients with an average of 30 to 50 posts per month per client. In addition, I provide graphic design services such as print ad creation and placement, poster design, logo design, as well as dealership signage, etc. Additional responsibilities include television ad script writing and assistant directing, event coordination, and press release development.

Copywriter/Editor and Graphic Designer

LifeChanger - Austin, TX

September 2019 to August 2020

Freelance copywriter for entrepreneurial fitness coaching development and marketing company Life Changer. Responsibilities include developing multi-level funnel advertising campaigns for a variety of independent health and fitness coaches in the U.S. and Canada. These responsibilities also included copywriting, graphic design, editing, presentation development, and podcast script creation for the CEO of Life Changer.

Freelance Copywriter

Gotham Ghostwriters - New York, NY

September 2019 to July 2020

Writer for a variety of clients from corporations to individuals for various ghostwriting projects such as promotional Twitter story series, speeches, and books.

Café Manager

Word of Mouth Bakery & Cafe - Austin, TX

December 2017 to October 2018

Responsible for employee hiring, training and scheduling, supply orders, baked goods inventory, menu design, customer service, food production, and communication between bakery and kitchen staff. Responsibilities also included updates to and promotion of the café website, Instagram page, Twitter page, Snap Chat, and general email list. Left this position due to a work related back injury.

Social Media & Marketing Manager

Kinney & Associates - Austin, TX

July 2015 to November 2017

Office Manager & Social Media Marketing Manager overseeing daily office duties such as book keeping, meeting organizations, accounting, personnel management, office organization, ordering, and general client relations. Also responsible for all social media maintenance, website design and maintenance.

Freelance Staff Writer

Gothic Beauty Magazine - Austin, TX

April 2013 to April 2015

Staff Writer for the international alternative style magazine, Gothic Beauty Magazine. Responsibilities include the creation of compelling, unique interviews, product reviews, and editorial articles about the gothic fashion scene.

Interim Global Brand Manager

AMD - Austin, TX

June 2010 to September 2010

Contract position filling in for the Global Brand Manager for AMD in Austin, Texas. Responsibilities included the creation of the Global Brand Guidelines for the international AMD headquarters, development of online advertising for AMD and the ATI Radeon gaming chip, and the development of an interactive online portal for obtaining current AMD marketing guidelines.

Art Director

Golfsmith International - Austin, TX

April 2007 to April 2010

Contract position as an art director & copywriter for Golfsmith International's world headquarters in Austin, Texas. Responsibilities included design and production of seasonal and monthly tennis and golf catalogs, copy writing for direct mail campaigns, annual buyer's guides, clubmaking supplements, direct mail campaigns and newspaper ads.

Marketing Manager & Product Designer

Burnes Group - Austin, TX

August 2003 to June 2006

Marketing Manager and product designer for the internal Marketing Services & Design department for the Burnes Group. Responsibilities included design and copy development for of all internal advertising

and promotional release development including catalogs, tradeshow graphics, newsletters, custom illustration, new product line design and development, as well as packaging design and development.

Senior Graphic Designer & Copywriter

The Ad Ranch - Austin, TX

December 2000 to November 2002

Senior graphic designer and copywriter for the Austin, Texas-based advertising agency The Ad Ranch. Responsibilities included copywriting, graphic design, art direction, production art, and project management for a variety of local and national clients such as Covasoft, Vignette, the Austin Lyric Opera, the Austin Ballet and the Austin 360 Summit.

Education

Certification in Restaurant Revenue Management

Cornell University - Ithaca, NY

August 2019 to October 2020

Associate Degree in Visual Communication Design

Austin Community College - Austin, TX

March 1997 to December 1999

Skills

- Adobe Illustrator (10+ years)
- Blogging (10+ years)
- Graphic Design (10+ years)
- Search Engine Optimization (SEO)
- Adobe InDesign (10+ years)
- Copywriting (10+ years)
- MailChimp (10+ years)
- WordPress (10+ years)
- Public Speaking (10+ years)
- Event Marketing (10+ years)
- Event Planning (10+ years)
- Public Relations (10+ years)
- Editing (10+ years)
- Publishing (10+ years)
- Marketing (10+ years)
- Social Media Management (10+ years)
- Web Design (10+ years)
- Adobe Photoshop (10+ years)
- Adobe Acrobat (10+ years)
- Microsoft Office (10+ years)

- Microsoft Word (10+ years)
- Microsoft Powerpoint (10+ years)
- Microsoft Outlook (10+ years)
- Google Docs (7 years)
- SEO (10+ years)
- Illustration (10+ years)
- Brand Management (10+ years)
- Brand Development (10+ years)
- Brand Influence (10+ years)
- Restaurant Management (4 years)
- Proofreading (10+ years)
- Digital Marketing (10+ years)
- Content Creation (10+ years)
- Basecamp (5 years)
- Typography (10+ years)
- Layout Design (10+ years)
- Google Analytics (2 years)
- Adobe Creative Suite (10+ years)
- Events Management (10+ years)
- Content Development (10+ years)
- Photography (10+ years)
- Email Marketing (10+ years)
- Hootsuite (10+ years)
- Restaurant Management (4 years)
- Catering Experience (4 years)
- Cooking Experience (10+ years)
- Project Management Software (10+ years)
- Culinary Experience (10+ years)
- Journalism (10+ years)
- Leadership Experience (10+ years)
- Copy Editing (10+ years)
- AP Style (10+ years)
- Management Experience (10+ years)
- Media Relations (10+ years)
- B2B (10+ years)
- Research (10+ years)
- Content Strategy (10+ years)
- Facebook Advertising (5 years)
- Team Management (10+ years)
- Google Ads (5 years)

- Typing (10+ years)
- Restaurant experience (10+ years)
- SoCi (2 years)
- Video Script Writing (2 years)
- Marketing (10+ years)
- Social media management
- Project management (10+ years)
- Customer service (10+ years)
- Content creation (10+ years)
- Graphic design (10+ years)
- Public relations (10+ years)
- Video production (3 years)
- Video script writing (10+ years)
- Copywriting (10+ years)

Links

<http://www.facebook.com/gabrielle.faust>

<http://www.gabriellefaust.com>

<http://www.gabriellefaust.com/portfolio-samples>

<http://www.instagram.com/countessfaust>

<http://www.linkedin.com/in/GabrielleFaust>

<http://www.tiktok.com/thegabriellefaust>

Awards

Texas Social Media Award

May 2011

In 2011 I was presented the Texas Social Media Award by the Austin American Statesman for excellence in Social Media for my personal website www.gabriellefaust.com.

Certifications and Licenses

Restaurant Revenue Management

October 2019 to Present

Groups

Horror Writers' Association

January 2008 to Present

Austin Creative Alliance

May 2016 to Present

South by Southwest Music Festival

December 1989 to March 2011

International Association of Writers & Editors

August 2020 to Present

Professional member of the International Association of Writers & Editors.

Bee Cave Arts Foundation

September 2023 to Present

Publications

List of Published Books by Gabrielle Faust

<https://www.gabriellefaust.com/books>

This is a link to my personal website listing all of the books and collections I have had published in the past 15 years.

My Graphic Design Portfolio

<https://www.gabriellefaust.com/graphic-design>

January 2015

This page of my website features samples of my past published writing, as well as graphic design work.

Examples of my Copywriting & Journalism

<https://www.gabriellefaust.com/copywriting-journalism-portfolio>

My Publishing Resume

<https://www.gabriellefaust.com/publishing-resume>