

GABRIELLE FAUST

cell: 512.923.9604 • gabriellesfaust@gmail.com • gabriellefaust.com

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

SUMMARY:

Current Career Level: Creative Director

Years of Professional Experience: 22

Software Experience: InDesign, Illustrator, Photoshop, Bridge, Word, Excel, PowerPoint, Text Wrangler, Basecamp, Direct Contact, Mail Chimp, Slack, Kajabi

Social Media Expertise: Twitter, Facebook, Instagram, YouTube, SnapChat, blogging, LinkedIn, Tumbler, Trover, Pinterest, Wordpress, Wix, Google+

EMPLOYMENT HISTORY:

01/2020 – Present

Life Changer

Freelance Copywriter

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.

09/2019 – Present

Gotham Ghostwriters

Freelance Copywriter

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

12/2017 – 10/2018

Word of Mouth Bakery & Cafe

Café Manager

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, SnapChat, and general email list. Left this position due to a work related back injury.

7/2015 – 11/2017

Kinney & Associates

Social Media & Marketing Manager

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.

4/2013 – 4/2015

Gothic Beauty Magazine

Freelance Staff Writer

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.

6/2010 – 9/2010

AMD

Short-Term Contract: Interim Global Brand Manager - Austin/Texas

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.

4/2007 – 4/2010

Golfsmith International

Long-Term Contract: Art Director - Austin/Texas

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.

8/2003 – 6/2006

Burnes Group

Marketing Manager & Product Designer- Austin/Texas

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.

12/2000 – 11/2002

The Ad Ranch

Senior Graphic Designer & Copywriter - Austin/Texas

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:

GSD&M – Creative Intern — Austin, Texas
3/1999 - 12/1999

Austin Community College — Austin, Texas — Associate Degree
Focus: Visual Communication Design
GRADUATION: 12/2002

Texas State University — San Marcos, Texas — Bachelor's Degree
Focus: Communication Design & Copywriting
GRADUATION: 12/2000

Cornell University — Restaurant Management Degree Plan
GRADUATION: 10/2019

AWARDS:

2011 Texas Social Media Award

CERTIFICATIONS:

Twitter Flight School for Managers – 2017
Twitter Flight School for Executives – 2017
Facebook Blueprint Certification – 2017

AFFILIATIONS:

2008 – Present – Horror Writers' Association – Published Author
2018 – Present – Austin Food Blogger Alliance Member
2016 – Present – Austin Creative Alliance – Artist Member & Social Media Reporter
1989 – 2011 – South by Southwest Music Festival – International Housing Crew Chief