

Gabrielle Faust

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<https://www.gabriellefaust.com/advertising-portfolio>

Summary

- **Current Career Level:** Senior Copywriter / Social Media Marketing Manager / Art Director
- **Software Experience:** InDesign, Illustrator, Photoshop, Word, Excel, PowerPoint, Text Wrangler, Direct Contact, Mail Chimp, WIX, Canva, Adobe Video Editing Express
- **Management Applications:** Monday, WHMCS, Teams, SharePoint, Slack, Kajabi, Basecamp
- **Social Media Expertise:** X, Facebook, Instagram, YouTube, SnapChat, blogging, LinkedIn, Pinterest, Wordpress, Wix, Google+, SoCi, TikTok, Meta, Facebook Business Suite, Pepper, Hootsuite, BlueSky, Threads, WHMCS, Semrush

Employment History

Creative Director & Social Media Marketing Manager

The Cajas Digital Agency – Austin, TX – September 2021 to October 2023

Creative Director and 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 and Graphic Designer

LifeChanger – Austin, TX – September 2019 to August 2020

Copywriter and graphic designer 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.

Café Manager & Social Media Content Creator

Word of Mouth Café & Bakery - Austin, TX – November 2017 to December 2018

General Manager and Social Media Marketing Manager for a small café and bakery in Central Austin, Texas. Responsibilities included staffing and scheduling, ordering, prep cook responsibilities, line cook duties, inventory, accounting, and closing duties, in addition to maintain the online social media presence of the café.

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 bookkeeping, meeting organizations, accounting, personnel management, office

organization, ordering, and general client relations. Also responsible for all social media maintenance, website design and maintenance.

Staff Writer

Gothic Beauty Magazine – Remote – 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.

Global Brand Manager

AMD - Austin, TX – June 2010 to September 2013

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, club making supplements, direct mail campaigns and newspaper ads.

Education

Certification in Restaurant Revenue Management

Cornell University - Ithaca, NY

Associate Degree in Visual Communication Design

Austin Community College - Austin, TX

Internship at GSDM Advertising

Austin Community College - Austin, TX

Bachelor's Degree in Graphic Design and Advertising

Texas State University - Austin, TX

Links

<http://www.gabriellefaust.com> (main site, publishing & design portfolios, etc.)

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

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

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

TABC Certification

Current

Food Handlers License

Current

Affiliations

Bee Cave Arts Foundation

September 2023 to Present

Horror Writers' Association

January 2008 to Present

Austin Creative Alliance

May 2016 to Present