

Gabrielle Becton
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Portfolio: <https://gabbiebecton18.wixsite.com/website>

Education

- University of Nebraska-Lincoln (UNL)
 - Anticipated Graduation: December 2022
 - Bachelor of Journalism: Advertising and Public Relations, Broadcast Production
 - Minors: Film Studies, Psychology

Professional Experience

- **Student Worker | Center for Academic Success and Transition UNL | 9/2019-PRESENT**
 - Assist students with setting up appointments with their success coach and check-in
 - Design posters for events, around the office and other various design responsibilities
 - Manage and produce social media content and campaigns
- **Operations Lead, Associate | Bath and Body Works | 9/2020-PRESENT**
 - Update marketing signage and fixtures based on current sales
 - Pull sales analytics and update store fixtures to reflect customer purchase trends
 - Manage points of sale and assist customers through checkout quickly and efficiently
 - Produce recommendations based on customer preferences
- **On-air personality | 90.3 KRNU | 02/2019-05/2019**
 - Played music on the station using the soundboard technology
 - Facilitated Breaks in the music, giving listeners information about the songs playing and events going on around the UNL campus

Other Employment

- **Student Worker | UNL Dining Services | 8/2018-5/2019**
 - Washed and sanitized dishes and surfaces to maintain clean work area
 - Served food to 100+ students during each meal
 - Prepared meals for dining hall visitors
- **Customer Service Associate, Beauty Consultant | Walgreens | 01/2018-05/2018**
 - Prepared and assembled photo orders for customers
 - Produced customer recommendations tailored to each customer's needs
 - Assisted customers through the checkout process
 - Memorized the layout of the store to quickly locate products
 - Explained the benefits of various beauty products to customers

Skills

- Proficient in Adobe Creative Cloud: After Effects, Illustrator, Photoshop, Premier, Audition
- P1 Learning Broadcast Sales Course Certified
- Familiar with AP Style and Strategic Writing
- Experience conducting primary and secondary research
- Familiar with campaign creation process
- Ability to work under strict deadlines

References

- **Alexandra Haar , Manager (Bath and Body Works)**
 - (402) 730-3768, parks.alex25@gmail.com
- **Carly Mendoza, Manager (Center for Academic Success and Transition)**
 - (402) 617-2189, carly.mendoza@unl.edu