

GABRIEL C. STEPHEN

PROFILE

Sharp public relations and integrated marketing specialist with proven ability to work effectively in the agency environment. Versatile skillset with experience in data analytics, account planning, branding and organizational communication. Published writer with expertises in copywriting, technical, feature, reporting, and academic writing. Excellent interpersonal and team management skills.

SKILLS

- ▶ *Adobe Creative Suite*: Photoshop, Illustrator, InDesign, Acrobat Pro
- ▶ *Social Media & Technology*: Social Media Analytics (Facebook, Twitter, Instagram, Pinterest), Social Media Management (Hootsuite, Planoly), Content Management (Cision, Meltwater, Jira, Trello, MyMediaInfo, Canvas), Data Analysis (Decipher, Qualtrics, SPSS, Tableau, Survey Monkey, Typeform), Blog (Weebly, Wordpress), Presentation (Powerpoint/Slides, Prezi, Canva)
- ▶ *Strategic Communication*: Quantitative & Qualitative Research Methods, UX Research, Diversity & Inclusion, Organizational Communication, Intercultural Communication (Cambodia, China, Japan, Vietnam)

EXPERIENCE

MOVEWORKS

MOUNTAIN VIEW, CA (REMOTE)

DATA ANNOTATOR & KNOWLEDGE CURATOR

AUG-PRESENT 2020

- ▶ *Machine Learning*: annotated user utterance to train Moveworks machine learning algorithm to assist and respond appropriately to client employees' IT requests
- ▶ *Qualitative Analytics*: judged relevance of knowledge base articles to corresponding user utterances to train Moveworks bot to autonomously respond to clients' IT requests
- ▶ Notable clients: Belkin, Broadcom, LinkedIn, Slack, Western Digital

FLEISHMANHILLARD - TRUE GLOBAL INTELLIGENCE

ST. LOUIS, MO

RESEARCH & ANALYTICS INTERN

APRIL-NOV 2019

- ▶ *Traditional/Social Media Analytics*: conducted social and traditional media audits of clients, competitors, and industry landscapes using measurement tools including Google Analytics, Cision, CrimsonHexagon, SimilarWeb, Quid, Trendkite and SocialBearing
- ▶ *Quantitative Research Analysis*: utilized data analysis tools such as Excel and Decipher to evaluate primary and secondary research projects to test messaging, evaluate programs and generate business opportunities
- ▶ *Qualitative Research Analysis*: built audience personas via Global Web Index, Iconoculture, Mintel and Statista to uncover consumer and stakeholder trends
- ▶ Notable clients: AT&T, Emerson, Home Instead, Johnson & Johnson, Philips

THE AGENCY

GAINESVILLE, FL

BUSINESS DEVELOPMENT COORDINATOR

AUG 2016-MAY 2017

- ▶ *Organizational Communication*: researched and formatted internal business documents to maximize the effectiveness of business operations
- ▶ *Teamwork*: collaborated with the business development team on best practices and strategies for growth

ACCOUNT SUPERVISOR

MAY 2015-AUG 2016

- ▶ *Account Services*: led account planning and campaign strategy for transnational non-profit organization across social media platforms (Facebook, LinkedIn, Twitter, YouTube) via social media management service Hootsuite
- ▶ *Market Research*: designed and executed primary and secondary competitor market analysis using Qualtrics, SPSS, Survey Monkey and Typeform
- ▶ *Account Planning*: managed account teams of 3-6 in the effective delivery of account services via Trello and Doodle

GABRIEL C. STEPHEN

UNIVERSITY OF FLORIDA

GAINESVILLE, FL

GRADUATE ASSISTANT (RESEARCH & TEACHING)

AUG 2014-MAY 2017

- ▶ *Conceptual Thinking*: collaborated in the design and management of course materials for Public Interest Communications and Public Relations Writing using course management tools Sakai and Canva
- ▶ *Writing, Proofreading, & Editing*: extensively edited organization documents and academic manuscripts; contributed writing to internationally published and recognized research studies

INSTRUCTOR OF RECORD

AUG 2015-MAY 2016

- ▶ *Leadership*: created course materials; lectured and facilitated discussions for Public Relations writing courses

MARYVILLE UNIVERSITY OF ST. LOUIS

ST. LOUIS, MO

MARKETING ASSISTANT

AUG 2012-MAY 2014

- ▶ *Marketing*: contributed original design work, feature and news writing, photography, and analytics to marketing accounts, leveraging Photoshop, InDesign, Illustrator and Adobe Acrobat Pro for execution
- ▶ *Media Planning*: collaborated on and facilitated communication strategies targeted to over 1 million stakeholders in the greater St. Louis community, in part, using MyMediaInfo, Weebly and Wordpress

AMERICAN RED CROSS

CAPE GIRARDEAU, MO

PUBLIC RELATIONS INTERN

JAN-MAY 2012

- ▶ *Event Planning*: assisted in the planning and execution of the 95th Annual Red Cross Volunteer Banquet for influential community stakeholders
- ▶ *Social Media Management*: maintained social media presence via Facebook and Twitter
- ▶ *PR Strategy*: researched leads and pitched industry professionals and business owners on sponsorship opportunities affecting over 30,000 community stakeholders

LEADERSHIP & INVOLVEMENT

MEMBER | DIVERSITY & INCLUSION COMMITTEE | FLEISHMANHILLARD | ST. LOUIS, MO

MEMBER | PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA | UNIVERSITY OF FLORIDA

MEMBER | BLACK GRADUATE STUDENT ORGANIZATION | UNIVERSITY OF FLORIDA

MENTOR | GRADUATE STUDENTS IN MASS COMM ASSOCIATION | UNIVERSITY OF FLORIDA

SURVEY FIELD TECHNICIAN | FORESIGHT RESEARCH | ST. LOUIS, MO | JAN 25-27, 2019

- ▶ Administered intercept surveys measuring display effectiveness at the St. Louis Auto Show
- ▶ Met survey distribution quota on the showroom floor resulting in approx. 100 unique impressions

SMALL GROUP FACILITATOR | GATOR GLOBAL INITIATIVE | GAINESVILLE, FL | NOV 13-14, 2015

- ▶ Volunteer for annual social impact conference
- ▶ Led group discussions and active learning sessions to encourage critical social thinking

AMBASSADOR & HUDDLE LEADER | FRANK² | GAINESVILLE, FL | FEB 25-27, 2015

- ▶ Provided general information to participants on the logistics of the conference
- ▶ Led group discussions on various topics related to social change issues

MEDIA RELATIONS SPECIALIST | SAINT BERNARD & ASSOCIATES | ST. LOUIS, MO | 2012-2014

- ▶ Utilized earned media tactics to publicize fundraising events for non-profit: Safe Connections
- ▶ Planned and executed fundraising events, leading to approx. 1,000 impressions in the St. Louis community

EDUCATION

▶ Maryville University of St. Louis | *Master of Arts in Strategic Communication & Leadership* (2012-2014)

▶ Southeast Missouri State University | *Bachelor of Science in Advertising* (2007-2012)

▶ Southeast Missouri State University | *Bachelor of Science in Public Relations* (2007-2012)

▶ Southeast Missouri State University | *Bachelor of Arts in Philosophy* (2007-2012)

▶ Southeast Missouri State University | *Minor Certificate in Criminal Justice* (2007-2012)