

# Gabrielle M. Lang

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## Education:

Susquehanna University 15'

Bachelor of the Arts - Creative Writing, Editing

## Relevant Experience:

### Classic Properties

### **Marketing Director, May 2017 - August 2022**

- Overseeing the Marketing Team and all social media, marketing, and advertising campaigns to promote the brand to target audiences. Channels include Facebook, Instagram, Twitter, Pinterest, LinkedIn, Google Ads, and Nextdoor, in addition to print, native advertising, tv, and digital campaigns.
- Training real estate agents individually and in large groups on how to improve their promotion strategies and grow their contact database by utilizing company technology and social media.
- Increasing goal conversion by monitoring web analytics and improving site content utilizing Google Analytics, HTML, Google Search Console, Moz, and keyword research to improve organic reach.
- Researching, negotiating, launching, and adopting new real estate software for a positive ROI.
- Overseeing kvCore CRM of over 50,000 contacts and managing lead routing for the best possible user experience and highest possibility for lead conversion.
- Implementing, training, and leading two teams of selected agents to receive and close online leads. One team nurtured and converted paid leads through Zillow and the other closed leads produced from our website, deriving primarily from Google Ads, organic search, and Facebook clicks.
- Overseeing Email Marketing through MailChimp, including a monthly newsletter, recruiting campaigns, and internal announcements.
- Graphic design using Photoshop and Canva for email, postcards, social media, brochures, flyers, digital ads, newspaper ads, billboards, listing packets, powerpoints, letterheads, logos, presentations, etc.
- Copywriting for how-to guides, job descriptions, and other official documents using Microsoft Office.
- Recruiting new real estate agents and staff members while also overseeing the onboarding process for those new agents to comfortably enter the company and quickly start their business.
- Event planning and management for internal parties and business conferences. Organizing the company training calendar and hosting virtual meetings.

### Sounder.fm

### **Social Media Manager, August 2019 - May 2021**

- Overseeing social media marketing campaigns for this podcasting hosting SaaS startup including Twitter, Instagram, and Facebook to increase web-app conversion to meet team KPIs.
- Communicating with podcasters and influencers on collaborative content and affiliate marketing opportunities. Promoting and hosting bi-weekly Instagram Live interviews with industry tastemakers.
- Maintaining a consistent social media calendar to continually deliver press releases, community members, blog content, and product updates in a timely fashion and consistent voice. Coordinating workflow with the Content Specialist, Graphic Designer, and Product Specialist to effectively and accurately convey updates, match branding, and promote content.
- Handling customer service requests from social media and communicating with consumers and dev team to resolve bugs and other technology issues while keeping the community happy.

- Designing and editing graphics for content using Figma.

### **Kama, South Asian Dating App**

**Social Media Manager, September 2015 – January 2017**

- Overseeing all campaigns on Instagram, Twitter, Facebook, Tumblr, Pinterest, and Mailchimp.
- Utilizing SEO strategies and analytics such as Google, Buffer, Moz, Branch.io to inform the social media and content marketing approach.
- Leveraging partnerships and curating content to grow Instagram following from 0 to 10,000 in a year.
- Managing promotions, collaborations, and partnerships by networking to grow audience and trust.
- Writing, editing, and overseeing Wordpress blog for SEO-friendly content, as well as copywriting for push notifications, brand language, and other aspects of the app.

### **Health Freak Chic**

**It Works! Independent Distributor, August 2014 – January 2016**

- Marketing health and beauty products through blog publications, network marketing, social media, and content marketing. Became a health and beauty influencer after accumulating 11k Instagram followers.
- Mastered HTML, AP Style, and social media marketing using Instagram, Facebook, Twitter, Google, Pinterest, and Wordpress to gain exposure and make connections within the industry.
- Eventually, I grew beyond It Works! and converted this to my own Health and Lifestyle brand.

### **Common Reading Internship**

**Editorial/Design Intern, October 2014 – May 2015**

- Designed, curated, edited, and published annual non-profit anthology used in Freshman curriculum.
- Illustrator, Copy Editor, and Cover Designer of a small faculty-elected team of students.
- Incorporated hand-drawn illustrations for the publication using Adobe InDesign and Photoshop.

### **Publications and Press:**

**The Citizen's Voice - September 2019** (<https://m.citizensvoice.com/news/working-wonders...>)  
Featured as a Local Professional - "Working Wonders"

**Sounder.fm Blog - January 2022** (<https://medium.com/sounder-fm/podcaster>)  
Medium Article - "Podcasters' Ultimate Guide to Social Media Marketing"

**Essay Magazine - 2015**  
Memoir/Poetry Hybrid, "Half Hardening"

**Essay Magazine - 2014**  
Personal Essay, "Three Seconds"

### **Additional Experience:**

**Founder and Admin of [Lackawanna County Community Page](#)**

**May 2018 - Present**

- Created and currently manages and moderates the local Facebook community group, grown to 9k members.

**Insider at Social Media Week, New York City**

**February 2016**

- Seminars in social media ethics, philosophy, culture, marketing, and the future of socialization.

**Member of [Forum of Undergraduate Student Editors](#)**

**August 2013 – 2015**

- National website for networking with student editors, writers, publications, and advisers.