



GABRIELA NATALE

MSc International Marketing & Business Development | Brand & Growth Strategy

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About Me

MSc International Marketing & Business Development student at **SKEMA Business School** with a track record of leadership, sales, and high impact communication. Former **President of the American Marketing Association** at San Diego State University, leading a **300+ member organization** and building partnerships with global brands. Known for **holding a room**, sharp judgment, and a strong instinct for people, brands, and momentum.

Hard Skills

- Strategy
- Positioning
- Pitching
- Articulation
- Analytics
- Execution

Soft Skills

- Presence
- Persuasion
- Adaptability
- Intuition
- Leadership
- Resilience

Interests

- Travel & discovering new places
- Contemporary art & visual culture
- Public speaking
- Fashion as cultural expression
- European city life
- Observing people & social dynamics

Languages

- English — Native
- French — Intermediate (written), conversational (spoken)
- Spanish — Basic (spoken & written)

Experience

Executive President

2023–2024

American Marketing Association – SDSU

- Led a 25 member executive board and 300+ active members, increasing membership by 145% through redesigned outreach and recruitment strategy.
- Secured \$40,000+ in external sponsorship funding to support national travel, keynote speakers, and professional development events.
- Organized 50+ professional events, including panels, workshops, and agency tours, drawing 100–300 attendees per event.
- Elevated the chapter to a **Top 25 national ranking out of 320+** chapters for the first time in its history.

Sales & Brand Representative

2025

KDARA Skincare

- Delivered **500–800+ personalized sales pitches per market day**, tailoring messaging to customer skin concerns and purchase intent.
- Conducted live product demonstrations and consultations in high traffic market environments, supporting consistent daily sales performance.
- Engaged directly with hundreds of customers per day, adjusting tone and messaging in real time based on customer reactions.
- Collected customer feedback across multiple weekly market days to refine pitch structure, objections, and product positioning.

Lavin Entrepreneurship & Innovation Program

2023 – 2025

San Diego State University

- Selected for a competitive 2 year entrepreneurship program with an acceptance rate below 20%.
- Led marketing strategy for early stage startup projects, conducting 100+ customer interviews to validate demand and positioning.
- Developed investor decks and pitch narratives for ventures placing **Top 10 out of 320+ teams** in national competitions.
- Collaborated with engineers and founders across 3+ ventures to shape market strategy and messaging.

Influencer & PR Intern

2022

Formula Marketing Agency

- Produced 50+ digital assets across video, graphics, and social content for hospitality and lifestyle brand clients.
- Contributed to integrated social campaigns that **increased engagement by 25%** across managed client accounts.
- Drafted 30+ press releases and pitch decks, adapting tone and messaging to individual brand objectives.

Education

MSc International Marketing & Business Development

SKEMA Business School, Lille, France — Expected 2026

BS Business Administration

San Diego State University, San Diego, USA — 2025