

GABRIELA NATALE

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MSC MARKETING STUDENT | LUXURY BRAND STRATEGY & CREATIVE MARKETING

Creative MSc Marketing student with experience in luxury campaigns, brand development, and digital storytelling. Skilled at bridging strategy with creativity to deliver **polished, high-impact results**. Passionate about **beauty, fashion, and luxury markets**.

SKILLS & INTERESTS

- Skills**
- **Creative & Strategic:** Brand Development, Content Creation, Social Media Strategy, Trend Analysis, Campaign Planning, Luxury Market Insights
 - **Tools & Technical:** Canva, Adobe Suite, CapCut, SEO, KPI Tracking, Project Coordination, Excel/PowerPoint
 - **Languages:** English (Fluent), Spanish (Intermediate), French (Beginner/Intermediate)

EDUCATION

- Expected in 05/2026 **Master of Science, International Marketing & Business Development**
SKEMA Business School, Paris, France
- 05/2025 **Bachelor of Science, Business Administration**
San Diego State University, San Diego, CA

WORK & LEADERSHIP EXPERIENCE

- 08/2023 - 05/2025 **SDSU Lavin Entrepreneur, San Diego State University, San Diego, CA**
- Selected for SDSU's competitive 2-year entrepreneurship program.
 - Aqua Insight: Directed marketing, built investor decks, led **100+ interviews**; placed **Top 10 of 320+ teams**.
 - CARI Health: Directed investor video, developed pitch materials, and researched MedTech investors.
 - Collaborated with engineers and founders to translate complex ideas into clear messaging.
- 08/2021 - 05/2024 **Executive President, SDSU American Marketing Association, San Diego, CA**
- Scaled membership 145% (110 → 270+) by redesigning outreach strategy and digital assets.
 - Raised \$40,000+ in funding, enabling the full executive board to attend national competition.
 - Organized 50+ events with industry leaders including Chanel, NYX, Pinterest, and Tiffany & Co.
 - Secured 14+ agency clients, generating \$8,000+ revenue through student-led creative campaigns.
 - Elevated the chapter to a **Top 25 national ranking** for the first time in history.
- 11/2023 - 02/2024 **Marketing Intern, Parent Share, San Diego**
- Created short-form videos, raising engagement by 25% across Instagram and TikTok.
 - Conducted A/B testing that boosted click-through rates by 18%.
 - Launched targeted TikTok + LinkedIn strategies, driving **15% follower growth in 60 days**.
 - Built an audience-first content calendar based on storytelling loops and UGC features.
- 05/2022 - 07/2022 **Influencer & PR Intern, Formula Marketing Agency, San Diego, CA**
- Produced **50+ videos, graphics and LinkedIn visuals**, lifting engagement by 25%.
 - Supported **5+ SEO audits**, enhancing discoverability and web performance for hospitality clients.
 - Drafted 30+ press releases, pitch decks, and outreach campaigns, tailoring communication for each client.
 - Maintained KPI dashboards to deliver weekly performance insights and recommendations.