Gilir Santos Gabinete - Resume

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EDUCATION

Ramapo College   **Mahwah, NJ**
BS in Data Science (GPA: 3.5)
Awards: Filipino American Student Association, District III of Find Inc., Dean's Honors List
Skills: MySQL | Python | R | Java | Javascript|| HTML/CSS| QuickBooks | MS Office |

PROFESSIONAL EXPERIENCE

GNiE Entertainment LLC.   **Jersey City, NJ**
Co-Owner(Marketing and Public Relations)   *January 2024 - Present*
- Generate $20,000 in gross revenue and $10,000 in net profit in the first year through strategic marketing and event planning
- Scaled social media page presence to 25,000+ followers in under than 10 months by leveraging Visual Marketing and Exploratory Data Analysis(EDA) in RStudio to optimize engagement strategies

Lawrence Pallets   **North Bergen, NJ**
Book-Keeper and Marketing   *August 2024 - present*
- Manage customers invoicing by reconciling deposits and processing payments via Quickbooks and email
- Designed and developed a company website to enhance online accessibility and communication for both customers and employees.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

FASAMILYA at Ramapo College   **Mahwah, NJ**
Co-President(Logistics and Marketing)   *April 2017 – Present*
- Collaborate with Filipino Organization from 28 Universities within Find District III, organizing events and gatherings to strengthen cultural awareness and community engagement
- Led marketing and fundraising initiatives, securing funds for club events and ensuring the successful execution of community programs.

FIND INC. - District III   **New York, NY**
Public Relations Officer   *April 2022 – April 2023*
- Promoted cultural events and initiatives for Filipino student organizations across multiple universities, including Stony Brook University(SBU), Rutgers-New Brunswick/Newark, Montclair State University(MSU) and Fordham University
- Designed and distributed monthly newsletter, providing event recaps, upcoming event details, and key updates to strengthen communication and engagement among member organizations.

Projects

Instagram Influencer Marketing Analytics:
- Extracted and analyzed engagement metrics(likes, comments, shares, saves) across 1,000+ Instagram posts using Python and Selenium
- Built a predictive model in R to determine key drivers of engagement and created visual dashboards using ggplot2 and Tableau
- Delivered actionable marketing insights to improve post virality and content strategy

E-Huddle: Digital Nursing Communication Platform
- Developed a full-stack web application using Node.js, Express, and SQL to improve nurse shift change communication
- Built a user-friendly HTML/CSS front-end with secure login authentication and admin role management
- Integrated features including announcement uploads, real-time scheduling, and automated time tracking