

GABRIELA CORDERO

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Skills & Abilities

- Well-versed at copywriting/editing
- Ability to manage multiple projects with tight deadlines or sudden constraints
- CMS Experience: WordPress
- Proficient in CisionPoint and MailChimp
- A basic understanding of HTML/CSS
- Excellent communication skills, particularly for external public relations
- Strong attention to detail

Experience

Customer Community Manager at Rivian; Palo Alto, CA

OCTOBER 2019 – JUNE 2020

- Developed compelling content across email, social media, and the FAQs page for the website
- Managed a monthly cadence of the Adventure Newsletter and coordinated deadlines/deliverables within the project tracker
- Collaborated with Legal and Digital teams to ensure content is vetted prior to public release

Communications Specialist at HP; Palo Alto, CA

AUGUST 2019 – OCTOBER 2019

- Developed and pitched reporter and executive briefs
- Wrote and edited blog posts and press releases for HP's newsroom
- Created and managed the creative assets for social media channels as well as the internal HP editorial calendar

Communications/PR Intern at Tesla; Fremont, CA

SEPTEMBER 2018 – DECEMBER 2018

- Reported on media coverage across online, broadcast and print resources
- Developed and updated media lists to avoid any product leaks
- Wrote succinct copy across all of Tesla's social media channels
- Worked with the Tesla Board of Directors to develop company blog updates
- Organized logistics for events

Market Research Intern at Intel; Santa Clara, CA

MAY 2018 – AUGUST 2018

- Worked with the team of account managers to develop and present recommendations for new account coverage and engagement strategies
- Helped pitch and write the content for a creative product proposal optimizing Intel CPUs via Google's TensorFlow data framework. Google Chrome is 8% faster because of these efforts
- Performed research on influencers on YouTube, Facebook, and other social media networks regarding live streaming and viewing trends - Coordinated demos and marketing collateral

Partner Marketing Intern at Logitech; Newark, CA

JUNE 2017 – AUGUST 2017

- Added 15+ partners onto Logitech's Video Conferencing Partnership Program
- Spearheaded planning and logistics to showcase the Logitech booth at one of the added partners' highly-acclaimed tradeshow
- Identified, monitored, and consistently reported on emerging trends, external marketing factors, and business development and partnership opportunities

Digital Marketing Intern at Redbooth; Redwood City, CA

MARCH 2017 – MAY 2017

- Produced social media content worthy of big traction, for ongoing marketing campaigns as well as content distribution using WordPress & MailChimp
- Increased website traffic and conversion rates by 65%
- Crafted and published thought-lead pitches to send out to a mass customer base as well as project marketing launches and featured listings using Intercom & Quora
- Convinced the team to switch the SaaS from premium to freemium

Degree & Date of Graduation: Graduated in May 2019

Saint Mary's College of CA **BS. Business Administration – Marketing & Data Analytics**