

Gabrielle Stock

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<https://gabriellestock.github.io/MART341-WebDesign/WebDesignHomework/Portfolio/portfolio.html>

EDUCATION

University of Montana, Missoula, MT College of Business

Graduation Date: May 2025

BS in Business Administration, Marketing Major, Certificate in Digital Marketing, GPA: 4.0/4.0

President's List, 7 quarters, Chairperson of the Student Evaluation Committee, Dean's Student Advisory Council, MUS Scholarship Recipient

WORK EXPERIENCE

University of Montana GSSC College of Business

Social Media and Marketing Strategy Focus Student Worker, Missoula, MT

January 2025 – Current

- Collaborate with the Director of Career Readiness and the marketing team to create and execute innovative marketing strategies.
- Design and produce promotional materials such as flyers, ads, brochures, office signage, and digital displays to enhance the College of Business's on-campus presence.
- Plan and execute marketing initiatives to enhance visibility within the building and improve outreach effectiveness.
- Assist in email outreach efforts to drive career event participation.

University of Montana College of Business

John Ruffato Startup Challenge Intern, Missoula, MT

January 2025 – April 2025

- Secured sponsorship funding by conducting targeted outreach through email and phone calls, successfully obtaining financial support for the John Ruffato Startup Challenge.
- Managed and created content for the John Ruffato Startup Challenge social media pages, increasing follower engagement and visibility of the event.
- Collaborated with the Director of Marketing and Communications, Senior Director of Development, and Director of the Ruffato Startup Challenge to develop and execute outreach strategies for securing sponsorship funding.

Orangetheory Fitness

Social Media Marketing Intern, Missoula, MT

May 2024 – September 2024

- Conducted competitive analysis and developed a social media content strategy focused on member success stories, workout tips, and special events.
- Created and scheduled engaging posts using Canva, incorporating graphics, videos, and contests to drive interaction.
- Tracked analytics weekly, adjusting strategies based on performance to optimize engagement.
- Increased social media engagement, gained new followers, and contributed to increased membership sign-ups.

Orangetheory Fitness

Sales Associate, Missoula, MT

September 2023 – September 2024

- Tailored studio tours to individual fitness goals, highlighting the benefits of Orangetheory's heart rate-based workouts.
- Followed up with trial members through personalized calls and emails using CRM software, offering incentives to encourage sign-ups.
- Consistently met or exceeded monthly membership sales goals by delivering personalized sales presentations and maintaining strong follow-up with prospective clients.

Wipfli LLP*Tax Administrative Intern, Missoula, MT***January 2023 – May 2023**

- Organized and processed client tax documents, ensuring compliance with IRS regulations and accuracy in data entry.
- Assisted in preparing tax returns by gathering and inputting client information into tax software.
- Helped the team meet all tax filing deadlines, contributing to a smooth and efficient tax season.

EXTRACURRICULAR ACTIVITIES**University of Montana College of Business, Montana Women In Business Summit****Spring 2025**

- Selected by College of Business faculty to represent the College of Business at the Montana Women in Business Summit, where I had the opportunity to network with industry leaders and gain valuable insights from professionals across the state.

University of Montana College of Business, Dean's Student Advisory Council, Member**Spring 2025**

- Advised the dean on student success, engagement, and the overall College of Business experience.

University of Montana College of Business, Student Evaluation Committee, Chairperson**August 2024**

- Reviewed and verified the data compiled from the Student Course Evaluations conducted each semester, specifically within the marketing department.
- Hand-selected by the Management and Marketing Department Faculty to serve on the committee.

Activity, Team Member**Fall & Spring, 2023**

- Co-ed Missoula Public Soccer
- Co-ed Intramural Basketball

ADDITIONAL INFORMATION**Honors:** MUS Scholarship Recipient, Awards, Academic**Skills:** Content Curation, Customer Relationship Management, Coding, Canva, Excel, Social Media Platforms, Website Design/Creation**Certificates:** Google Analytics Certification 2024, HubSpot Digital Marketing Certificate 2025**Interests:** International Travel, Skiing, Running, Hiking, Reading