

Gabrielle Stock

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EDUCATION

University of Montana, Missoula, MT College of Business

Expected Graduation Date: May 2025

Major: Marketing, Certificate in Digital Marketing

GPA: 4.0/4.0

President's List, 6 quarters, Chairperson of the Student Evaluation Committee, MUS Scholarship Recipient

Relevant Coursework: Data Analytics • Digital Media Execution • Marketing Research • Business System Analysis and Design

WORK EXPERIENCE

Orangetheory Fitness

Missoula, MT

Social Media Marketing Intern

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

Missoula, MT

Sales Associate

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 a 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

Missoula, MT

Tax Administrative Intern

January 2023 – May 2023

- Organized and process 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

Student Evaluation Committee, Chairperson

August 2024 - Present

- 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, Data Analytics, Trained in Canva and Excel

Certificates: Google Analytics Certification 2024

Interests: International Travel (have participated in several mission trips), Outdoor Exercise (specifically running half-marathons)