

# Gabriella Gugliotta

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## Skills

**Computer Skills:** HTML, JavaScript, Node.js, Google Analytics, Microsoft Office, Hubspot, Asana, Mailchimp, Canva, Salesforce

**Languages:** Fluent in English, Proficient in Spanish

**General:** web development, consulting, data analysis, market research, project management, presenting to C-Suite level audiences, event management, CRM management, social media management, process improvement

## Work Experience

### **Community Events & Engagement Specialist | Women In Research | Chicago, IL/Remote**

**March 2022 - January 2023**

- Managed social media channels with over 20,000 followers
- Grew social media membership by over 33% through coordinated outreach efforts
- Posted over 2,000 social media updates pertaining to events, partnerships, industry news, fundraising, and DEI advocacy
- Quantified social growth through monthly and quarterly metrics reports
- Administrator for Women In Research Slack channels
- Compiled CRM data for event management, membership retention, and corporate donor/industry partner support
- Presented results on the 2022 WIRe Gender and Career Equity study; consulted on five-year action plan to improve equity within the industry to Board Members
- Managed live events such as Pre-Conference Dinners and Lunch & Learns

### **Administrative Assistant II | Iowa State University | Ames, Iowa**

**February 2021 - December 2021**

- Coordinated Department Chair's meetings, appearance, and interview requests and managed calendar
- Managed requests for grant funding, key access, conference funding, IT service, software and business licensing
- Created schedule, agenda, and presentation for quarterly Executive Advisory Council meetings
- Completed research, data analysis, and reports for 2023 Department Accreditation and 2021 Promotion and Tenure
- Created onboarding materials, onboarded, and managed four student assistants
- Organized and led visits of donors and stakeholders
- Accepted into the 2021 Iowa State Cardinal Women Program

### **Market Research Specialist | Federal Signal | OakBrook, Illinois**

**October 2018 - April 2020**

- Acted as an internal consultant by executing Customer Experience Improvement Campaigns for multi-billion dollar corporation
- Created Business Models for proposed new ventures and offerings for various subsidiaries such as Elgin Sweeper Company
- Worked with subsidiaries and Innovation Lab on special projects to improve market share and presented findings to C-Suite
- Gathered market intelligence through interviewing primary stakeholders in North America
- Utilized Design Thinking Methodology to design, manage, and execute research
- Collaborated with engineers during "Ideation Sessions" regarding equipment expansion ideas
- Analyzed qualitative and quantitative data for market analysis, business ventures, and earnings
- Led competitive analysis and identified market trends and internal needs for website expansion project

## Education

### **Career Foundry | Online**

**March 2022- February 2023**

Full-Stack Web Development Bootcamp Certificate

\* set to receive February 20, 2023\*

### **Drake University | Des Moines, Iowa**

**August 2014 - August 2018**

Bachelor of Arts in Law, Politics, and Society; Concentration in Leadership Studies

Cumulative GPA: 3.8/4.0

Honors: Presidential Scholarship, Newman Civic Fellowship

## Projects

- Online Portfolio built using HTML, CSS/SCSS, JavaScript
- Research assistant for LPS Department Head Renee Cramer's book *Birth of a Movement: Midwives, Law, and the Politics of Reproductive Care*. Completed analysis of qualitative data relative to midwifery advocacy campaigns, laws, lobbying technique, and healthcare benefits and utilized guided theory methodology in order to synthesize the output.
- Community Action Board President: Created and facilitated workshop titled "From Saviorism to Solidarity: Valuing Community Voice" for the 2017 Iowa Civic Action Academy; Invited to speak at "Welcome Weekend" on campus-wide culture of community engagement shift and neighborhood relations work to 800+ first-year students; Partnered with Drake University Greek Life Chapters (30% of Drake students) to change requirements from one-time volunteerism to ongoing sustainable partnerships.