

ZOE GABLER

DIGITAL MARKETING



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CAREER FOCUS

- Knowledgeable with various digital marketing tools including **Google Analytics/Ads, Qualtrics, HubSpot, TradeDesk,** and **Meta Business Analytics.**
- Adept in Excel, MS Office, Canva, HTML, CSS, JavaScript and TikTok/Instagram/X Promotional Tools.
- Successful in team environments through effective communication, problem-solving, and creativity.

EDUCATION

B.A. in Marketing | Minor in Internet Resource Creation and Management

Spring 2026

Western Washington University: Graduating from AACSB accredited College of Business and Economics and the College of Science and Engineering

MARKETING EXPERIENCE

Market Research and Recommendations for Local Business

January - March 2024

- Completed market research for local business, Bellingham Coding and Robotics, with focus on increasing community awareness, building brand identity, and social media management and expansion.

Digital Marketing Certifications and Articles

April - June 2024

- Certified in Google Analytics, HubSpot SEO, TradeDesk Marketing Foundations, Amazon & Google Ads.
- Published multiple articles on LinkedIn profile detailing personal knowledge and interest in digital and social media marketing strategies.

Brand Audit and Industry Analysis

September - December 2024

- Analyzed ADIDAS brand image and associations with regard to the sportswear/fashion industry and conducted primary and secondary research via focus groups and mass survey distribution.
- Presented ideas for ADIDAS' brand strategy to reposition/rework campaigns to reach new markets.

Web Design Using HTML, CSS, and JavaScript

January - June 2025

- Utilized Visual Studio Code to code and design a wide array of websites.
- Wrote a small-business-focused guide on understanding website design relating to digital marketing, specifically brand identity and aesthetics.

PROFESSIONAL EXPERIENCE

Residential Office Assistant at Western Washington University

May 2024 - present

- Tracking and reporting residential analytics (occupancy rosters, staff programs, reports) using Qualtrics.
- Managing and computing four separate budgets using Excel, and auditing staff expenditures.
- Collaborating with other administrators to advertise on-campus events/foster a welcoming community.

Brand Ambassador at American Eagle Outfitters

Feb 2023 - June 2024

- Handled retail marketing materials and store social media implementation and promotion.
- Hosted personal shopping appointments.
- Actively promoted rewards programs and credit card signups.