

# GABRIEL SEDILLO

Austin, TX

[gabrielsedillo01@gmail.com](mailto:gabrielsedillo01@gmail.com) | [www.gabrielsedillo.com](http://www.gabrielsedillo.com) | [www.linkedin.com/in/gabrielsedillo](https://www.linkedin.com/in/gabrielsedillo)

## EDUCATION

---

### TEXAS TECH UNIVERSITY

Lubbock, TX

Bachelor of Arts

May 2023

Major in Advertising & Brand Strategy; Minor in Media Strategies

Magna Cum Laude; Presidents List 2021-2023

Student Government Association Ambassador 2019-2022

Tech Advertising Federation (TAF) Member 2021-2023

Relevant Coursework: Principles of Advertising, Advertising Research and Consumer Insights, Advertising Media Planning, Advertising Campaigns, Internet and New Media Advertising.

## WORK EXPERIENCE

---

### SOCIAL HARMONY (Digital Marketing Agency Startup)

Lubbock, TX

Account Manager

Jan 2024 – May 2024

- Managed end-to-end social media operations, including content creation, scheduling, and community management, ensuring brand consistency and fostering meaningful interactions.
- Adapted to the dynamic startup environment by embracing versatility and taking on additional responsibilities as needed.
- Directed the development and execution of innovative social media campaigns tailored to client objectives, driving brand visibility and engagement.

### STARBUCKS (Rockwood & Anderson)

Austin, TX

Shift Supervisor

Jun 2019 – Present

- Lead and manage a team of 10+ baristas and support staff per shift in a high-volume environment, ensuring smooth operations and exceptional customer service.
- Oversee daily sales averaging over \$7,000 per shift, driving consistent revenue through efficient team management and streamlined processes.
- Train and mentor new employees, fostering a collaborative and motivated team atmosphere.
- Handle operational tasks such as cash handling, inventory management, and quality control to maintain store standards.

## PROJECTS

---

### LUBBOCK IN A NEW LIGHT (Advertising Campaigns Capstone)

Spring 2023

- Directed a cross-functional team in the development and execution of an integrated marketing strategy for the Louise Hopkins Underwood Center for the Arts (LHUCA), a non-profit organization in Lubbock, TX.
- Analyzed brand awareness challenges and crafted targeted solutions to enhance LHUCA's visibility within the community.
- Led client interactions, managed project timelines, and coordinated the final pitch presentation to LHUCA's leadership.
- Contributed to the successful implementation of strategic initiatives that increased LHUCA's recognition, particularly through the First Friday Art Trail (FFAT) event.

### BOM BRAZIL (Digital & Social Media Campaign)

Spring 2023

- Executed a comprehensive digital and social media campaign for Bom Brazil Acai, a local Lubbock business.
- Conducted a business audit, developed an audience persona, and established a cohesive brand identity.
- Implemented creative strategies including a new slogan, Google Search Ads, and a redesigned website.
- Successfully increased brand awareness and market presence.

## ADDITIONAL

---

**Skills:** Detailed Oriented, Marketing Strategy, Community Management, Campaign Strategies, Advertising Project Management, Account Management, High Adaptability, Adobe Creative Suite, Social Media Optimization, Content Strategy, Media Planning.

**Licenses & Certifications:** Hootsuite Platform Certification 2023, Hootsuite Social Media Marketing Certification 2023, HubSpot Marketing Software 2023, HubSpot Digital Advertising 2023, Google Ads Search Certification 2023.

**Awards:** Hub City Student Advertising Competition (Nov 2022) Runner-Up.