GABRIELLE PALUMBO

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EXPERIENCE

FENDI LVMH NY | April 2020- July 2021 | **Publicity and Social Media Engagement Specialist**

- Identified emerging talent, creatives and digital platforms for brand projects, events, and content creation opportunities
- Conducted research and analysis of the current market and competitive brands
- Pitched innovative content creation and storytelling to support social, marketing, and publicity objectives
- Understood best practices per social media platforms in order to develop content that is authentic and drives performance
- Managed relationships with external partners to facilitate promotional opportunities
- Created reports to understand content performance in order to optimize and evolve creative development
- Drafted talent agreements and supported the communications team at brand events

Publicity Coordinator | January 2020- April 2020 |

- Built personal relationships with editors, stylists, and influencers to facilitate editorial and VIP requests
- Wrote, created and distributed pitch letters and press releases surrounding brand initiatives and product launches to secure relevant national/regional print and digital coverage
- Liaised with internal teams to coordinate samples and ensured that efficient and accurate organization was kept among the product inventory

Publicity Assistant | January 2019-December 2019 |

- Communicated with national and regional magazines in order to facilitate product requests
- Monitored coverage from deliveries by clipping press in real-time to create editorial reports & presentations
- Coordinated travel for artists and VIP talent

Publicity Intern | February 2018- December 2018 |

- Provided administrative support to the communications team which include but was not limited to managing calendars, expense reports, booking travel and department meetings

VERSACE NY | December 2017 - January 2018 | **Freelance Event Assistant**

- Supported events team with all pre and post logistical needs for in person events

LANVIN NY | January 2017- May 2017 | **Press Intern**

- Recorded and distributed communications meeting minutes / organized department meetings
- Created and updated all project related documents such as contact databases and creative decks

VICTORIA'S SECRET NY | September 2016-December 2016 | **Brand Communications and Events Intern**

- Supported the department with the planning and execution of innovative event operations related to VSFS and VSFS support events
- Monitored and compiled reports on social engagement related to the 2016 Victoria's Secret Fashion Show

Skills included Microsoft Office Suite, Google Office Suite , Adobe Photoshop, Social Media Platforms, FashionGPS, DMR

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY | May 2017 | **Bachelors of Science - Advertising & Marketing Communications** | Minors in Economics Assistant to Chair of Fashion & Textile Studies | Fashion Week Volunteer | Study Abroad Italy & Ireland | NYU Music Industry Essentials Certificate