



LOU GATES

 sylvialouise gates@gmail.com

 soulrockdesign.com

 @soulrockvintage

 365 Lester Ave, Oakland CA

 510-866-1961

CONTENT DESIGN

PRINCIPAL SKILLS:

Content Design eCommerce

Instagram, Facebook,

TikTok, Pinterest,

Squarespace, MailChimp,

Picsart, Canva, Mailerlite,

Adobe CS, Creative Cloud

and iMovie

Program Proficiencies

Data and Administration

MacOS, Windows,

Microsoft Office Suite,

Google Suite, Google

Analytics QuickBooks Retail

Manager, SEO

EDUCATION

BA Mills College |

Northeastern University,

Psychology and Music History

City College of San

Francisco

Graphic Design

WORK EXPERIENCE

UHURU FURNITURE & COLLECTIBLES MARKETING COORDINATOR | 2022 - 2023

- Created a marketing strategy that increased shoppers, donors & volunteers via in house branding
- Managed social media accounts and created engaging content to promote the brand
- Produced quality photos of inventory, shoppers, donors, volunteers for daily and monthly publications digital and print
- Utilized Adobe Suite or Canva to create social media and print materials within a productive timeline
- Wrote appealing and appropriate copy for target audience
- Proofread all materials and submitted for approval prior to posting live or sending to print
- Tracked analytics, analyzed data and ads providing a report that informed effective sales strategy
- Provided reports for steering committee meetings and staff meetings
- Contributed creative ideas and solutions to problems
- Conducted market research and provided insights to inform marketing campaigns
- Development of online sales promotions
- **Increased sales by 60% on daily average**
- **Received Best of the Bay titles 2022 - 2023 East Bay**

SEQUOIA DINER | MARKETING MANAGER 2016 - 2022

- E-commerce design & development of online sales platform back & front-end
- Sourcing branding material
- Inventory management
- Programming menu via Clover
- Public response and social media management
- Pre and post photo production
- Copywriting for ecommerce site
- CRM and EMAIL correspondence
- **Received Best of the Bay Titles (Oakland Magazine 2021, East Bay Express 2020-21)**
- **Maintained follower base of 20,000**

MARKETING CONSULTANT & ART RESEARCH | ALBERT NEIMAN GALLERY | 2012 -2016

- Asset management, archiving and organization
- Website sales and branding development
- Social media management
- Copywriting
- Pre and post photo production
- CRM and EMAIL correspondence
- Ensuring the level of standard in timely shipping, client and vendor services
- Art sales management of private art collection focusing on music and pop culture
- Cataloging and musicology research
- **Increased sales growth considerably by 40% with the 1st year**
- **Increased followers on Facebook, Instagram and eBay platforms over 60% .**