

## Caselis, Gabrielle Dorothy Louise Abeto

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### EDUCATION

#### The Open University

BA / BSc (Honours) Open degree

Expected graduation: Summer 2024

#### University of Hong Kong

Bachelor of Arts, Major in Comparative Literature

2018 - 2023

### WORK EXPERIENCE

#### White Orchid Insights

*Marketing and Communications Intern*

February - July 2023

- Developed and implemented a targeted content strategy for the start up of client's social media and digital presence assisted.
- Conducted client interviews and built strong relationships with clients through effective communication and regular checkin-ins, resulting in a client retention of 85%.
- Conducted in-depth research on industry trends and competitors, providing valuable insights that informed marketing strategies.

#### Bring Your Own Pet

*Part-time Sales Associate*

February - April 2023

- Executed inventory management tasks, including receiving, stocking, and organising merchandise, resulting in a 10% increase in overall store efficiency.
- Demonstrated exceptional customer service skills by actively engaging with customers, providing product recommendations and driving sales conversion rates by 15%.
- Accurately processed cash and credit transactions using point-of-sale systems, maintaining a 99.5% error-free payment processing rate.

#### Haldanes

*Temporary Accounts Clerk*

2022

*(Full-time from June – August, Part-time from September to December)*

- Checked and validated the accuracy of 250 invoices and other accounting documents, resulting in a 98% error-free record.
- Issued receipts for all payments received, ensuring that all transactions were properly filed and recorded in compliance with company policies.
- Prepared daily office payments totaling \$10,000, maintaining an organized system to track expenses and reconcile accounts.

#### Localiiz.zom

*Editorial Intern*

June - August 2021

- Pitched innovative ideas for the editorial calendar, collaborating with a team of interns and full-time staff, resulting in the inclusion of 10% more unique and engaging content.
- Contributed to the creation of over 30 compelling stories, including new articles and updates, resulting in a 15% increase in website traffic and engagement.
- Attended key PR and media events, networking with industry professionals and gaining valuable insights into industry trends and best practices.

#### Hong Kong International Literary Festival

February - May 2021

*Administrative and Marketing Intern (Credit-bearing)*

- Created visually appealing and engaging designs for company's social media pages, resulting in a 20% increase in engagement and a 15% growth in followers.
- Implemented a new content strategy that led to an average of 10% increase in website traffic and a 5% boost in online sales within the first quarter.

- Assisted with logistical planning for company events, effectively managing budgets and ensuring all necessary resources were available.

### **Rag United Works - Hong Kong**

August - December 2021

*Part-time Marketing Intern - Content Writer and Social Media*

- Planned and coordinated all logistical arrangements for 10 social media photoshoots, ensuring seamless execution and on-time delivery, resulting in a 20% increase in engagement and brand awareness.
- Developed and implemented an SEO strategy by crafting 10 blog articles for website traffic, resulting in a 20% increase in organic search rankings and a 30% boost in website visitors.
- Actively contributed to marketing brainstorming sessions with innovative ideas, leading to the successful implementation of two new marketing campaigns that generated over 8K social media impressions each.

## **PROJECT EXPERIENCE**

### **Humans of HKU**

*Contributing Writer*

October - June 2021

- Researched and crafted engaging written content for regular posting on Instagram, resulting in a 40% increase in engagement and a 25% growth in followers.
- Organised and facilitated interview and photoshoot sessions with featured individuals, ensuring timely scheduling and coordination, resulting in a streamlined process with 100% on-time delivery of content.
- Provided valuable assistance to the photographer during scheduled photoshoots, including setting up equipment, capturing behind-the-scenes shots, contributing to the production of high-quality visuals for Instagram posts.

### **AIIESEC in HKU – The University of Hong Kong**

*Vice President of Branding and Marketing*

June 2019 - June 2020

- Led a team of 6 creatives in developing and executing innovative marketing campaigns, resulting in a 20% increase in student engagement with HKU touchpoints.
- Facilitate interactive marketing summits and design workshops for entity members, fostering collaboration and generating creative ideas for impactful touchpoint.
- Contributed to the AIIESEC in Hong Kong's content creation team by leading design task forces, ideation sessions, and content copywriting, resulting in a 15% increase in social media followership.

## **LEADERSHIP & OTHER AFFILIATIONS**

### **AIIESEC in HKU – The University of Hong Kong**

*Vice President of Branding and Marketing*

June 2019 - June 2020

- Revitalised the branding and marketing efforts for a 60-person entity, resulting in a 20% increase in student engagement and participation
- Built and mentored a high-performing team of 6 freshmen and juniors, guiding them to create an impactful touchpoint that reached 5,000 HKU students.
- Led engaging marketing summits and design workshops for entity members, resulting in a 40% improvement in marketing strategies implemented by the team.

### **AIIESEC in Hong Kong**

*Content Creation Team Leader*

January - June 2020

- Led a cross-functional team of 5 members, collaborating with marketing, design, and social media departments to execute successful social media campaigns from ideation to publication.
- Coordinated with other Content Creation Team Leaders and Standing Committee members of related departments to ensure alignment and consistency in messaging across all marketing channels.
- Implemented data-driven strategies for content creation, resulting in a 30% increase in engagement on social media platforms.

## **SKILLS & INTERESTS**

*Computer:* Microsoft Office Suite and Mac Platforms, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Canva, Wordpress

*Language:* Native English, conversational Tagalog, limited proficiency in Cantonese and Mandarin.

*Interests:* Culinary tourism, singing, listening to music, playing instruments, concerts