

# Gabriela Nuñez

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## **Objective**

Analytical and creative Advertising and Brand Strategy major with hands-on experience in media planning, social media marketing, and campaign development. Skilled in leveraging audience insights and data to guide creative and media decisions. Eager to contribute to an innovative advertising team and develop research-driven campaigns that connect brands with their audiences.

## **Core Competencies**

Brand Strategy | Media Planning | Consumer Insights | Digital Marketing | Campaign Development | Market Research | Strategic Communication | Event Planning

## **Technical Skills**

Microsoft Office | Canva | Adobe Creative Suite | Outlook | Squarespace | Google Analytics | Social Media Marketing | Bilingual: English and Spanish | OneUp | Buffer

## **Education**

**University of North Texas**, Denton, Texas

Expected Graduation May 2026

*Bachelor of Science in Advertising & Brand Strategy*

- National Society of Leadership and Success
- Lambda Theta Alpha Sorority, Incorporated
- Emerald Eagle Scholar
- Dean's List

## **Experience**

### **SWOOP Agency (Student-Run Advertising Agency)**

*Media Planner* | Denton, Texas

August 2025 - Present

- Develop media strategies and channel recommendations for university and nonprofit clients.
- Conduct audience and market research to guide targeting and budget allocation.
- Collaborate with creative and account teams to align media plans with campaign goals and KPIs.

### **The North Face**

*Brand Guide* | Frisco, Texas

August 2024 - Present

- Foster brand loyalty through personalized customer engagement and storytelling.
- Execute visual merchandising strategies consistent with brand positioning and seasonal campaigns.

### **SevenCube Marketing**

*Social Media Intern* | Dallas, Texas

June 2025 - Sep 2025

- Managed and scheduled client content across multiple social platforms using Buffer and OneUp.
- Monitored engagement metrics and researched trends to refine content strategies, improving post reach and engagement.
- Compiled campaign reports analyzing performance data and providing actionable insights for optimization.

### **First Service Residential**

*Lifestyle Manager* | Providence Village, Texas

Jan 2024 - Apr 2024

- Planned and executed community events for over 1,000 homes, managing budgets and vendor coordination.
- Designed promotional materials, including newsletters, flyers, and digital content to boost engagement.
- Managed the company website and social channels, using analytics to enhance audience reach and event participation.