

Gabby Heckel

15750 Sandtrap Way
Morrison, CO

EXPERIENCE

Association of Surgical Technologists, Littleton — May 2023 - November 2024

Content Marketing Manager

Spearheaded, created, and executed multi-channel digital marketing strategies across social media, email campaigns, and website content to increase engagement, brand awareness, and conversions.

Developed and managed user-generated content strategies, building relationships with key contacts to drive audience growth and amplify brand presence.

Tracked and reported on KPIs, using data insights to optimize content performance and increase engagement across channels

Led content creation and design for email campaigns, social media posts, and digital event materials, ensuring alignment with brand goals and audience needs

GloveBox, Denver — September 2021 - March 2023

Content Growth Manager

Managed and deployed social media content, resulting in a 300% increase in engagement with the monthly product highlight campaign, which played a key role in driving B2B marketing solutions and brand visibility

Conducted quarterly content audits, resulting in a 65% increase in accuracy, optimization, and relevance, improving target audience engagement.

Multimedia Specialist

Successfully produced and implemented over 100 pieces of multimedia content, including videos, photos, and motion graphics for marketing, social media and educational purposes.

Led and maintained website/landing page design updates, resulting in a seamless user experience and a 40% increase in traffic.

Off the Hook Arts, Fort Collins — February 2021 - July 2021

Video & Graphics Intern

Conceptualized and created video content to improve social media and highlight events, resulting in an increase in event attendance.

Successfully wrote and distributed press releases for upcoming events, resulting in a 50% increase in media coverage.

Hearts & Horses, Loveland — 2020 - 2021

Digital Marketing Intern

Consistently created weekly newsletters, resulting in a 20% increase in volunteer sign-ups and event participation.

Designed event posters for digital and analog formatting, resulting in a cohesive and attractive visual representation of events.

Successfully modified website content on a weekly basis, resulting in an increase in website traffic.

Fashion Report, Fort Collins — 2019-2021

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SKILLS

Adobe Creative Suite: Photoshop, Premier Pro, After Effects, Audition, Indesign, Lightroom, Illustrator

Website Development:

Wordpress, Squarespace, Figma, Wix

Social Media Management:

Hootsuite, Meta

Google Workspace, Microsoft office

Constant Contact

CRMs: Hubspot, Notion

Production: Photography, Podcasting, Videography, Capture One, Davinci Resolve, Canva

Social Media: Instagram, Facebook, Tik Tok, linkedIn, Twitter, Youtube, Pinterst, Vimeo

EDUCATION

Colorado State University

Bachelor's Degree

Journalism & Media
Communication

Fashion Merchandising

Project Coordinator & Producer

Successfully executed and planned end-to-end designing photoshoots and articles, including mood boards, storylines, and shot lists, resulting in an increase in website engagement.

Developed newsworthy and creative ideas, resulting in a unique and attention-grabbing online presence.

Momo Lolo, Fort Collins —2019- 2020**Barista**

Managed a high-volume coffee bar, resulting in a 20% increase in daily revenue and customer satisfaction.

KCSU, Fort Collins — 2017-2019**Disc Jockey**

Co-hosted radio shows, resulting in an increase in listener engagement