

GABRIELA BIAGETTI

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gabriellambiagetti.com

I aim to continue my work in the integrated communications atmosphere where I can collaborate on campaigns for organizations that prioritize learning, driving innovation and people first solutions at their core. Building interpersonal communities is my passion, using strategic communications, PR tactics and marketing influenced decisions is how I make projects happen. Intrinsic motivation, a results driven mentality and creative problem solving is what I bring to every fast paced team, every story and every hurdle.

EXPERIENCE

Content Writer

July 2023 - Present

THE AEROSPACE CORPORATION, CA

- Advance Aerospace storytelling and corporate strategy through developing and distributing news stories, feature articles and brand messaging relating to Aerospace's technical innovations, inclusive workplace culture and thought leadership for internal and external audiences.
- Coordinate cross divisional team collaborations to package written content with videos, photos, graphics and web functionality aligning with metrics tracking and data analytics processes to measure audience engagement.
- Contribute creative copy on an ad hoc basis for press releases, video scripts, corporate announcements, Aerospace signage, company wide email campaigns and strategic internal messaging campaigns.

Communications Assistant

August 2022 - July 2023

ASSOCIATED STUDENTS INC. LBSU, LONG BEACH

- Strengthened communications strategy by administering final review for all newsletter publications, public relations crisis content copy, media research, social media campaign implementation and marketing promotion driving ASI business goals: upholding ASI student voice, ASI style guide and brand storytelling.
- Built and continued content maintenance for media kit, proposals, press releases, outreach event planning and promotional deliverables involved in ongoing student facing renovation PR campaign.
- Directed all organizational internal and external content and copy ensuring accurate, relevant and timely information was conveyed to media lists and relevant publics regarding multiple ongoing campaigns.

Communications Assistant

Nov. 2021 - July 2023

RM2 & ASSOCIATES, CA

- Assist with implementation of B2B communications strategies in all client facing communications copy for proposals, bid responses, implementation plans, business case developments and factsheets.
- Provide internal communications support to consulting team through maintaining calendars, appointments, interest forms, emails, presentations.
- Prepare web content and communications initiative containing explication of integrated management consulting service components in voice that resonates with current clients and prospects.

Corporate Communications Intern

July 2022 - August 2022

KORN FERRY INSTITUTE, CA

- Produced engaging and technical web content copy backed by KFI research for landing page articles, white pages and media channel promotions of KFI study findings, both client and public facing.
- Contributed critique to high-visibility, high-priority global KFI deliverables that required content design, AP Style editing supporting overall communications strategy and thought leadership.
- Directed end to end development of KFI Media Kit in consultation with key thought leaders for KFI research and leadership teams, aligning KFI communications guidelines for future brand consistency.

SKILLS

Wordpress
Drupal
AP Style
Basecamp
Workzone

CERTIFICATIONS

- Introduction to Prompt Engineering for Generative AI
- Social Media Marketing: Strategy and Optimization

EDUCATION

B.A. Interpersonal & Organizational Communications
California State University, Long Beach
Minor in Public Relations
Minor in Marketing

