

# Gabriella Wheeler

702.677.8211  
gabriella427@yahoo.com

## ATTRIBUTES

Hard Worker  
Good Communicator  
People Person  
Organized  
Optimistic  
Devoted  
Goal Driven

## SKILLS

Microsoft Office  
Microsoft Powerpoint  
Adobe Illustrator  
Social Media  
Content Creation  
Public Relations  
Creative Direction  
Branding  
Social Influencing  
Runway

## REFERENCES

**Janine Der Bogosian**  
Janinediana@gmail.com

**Marsha Minniss**  
mminniss@cox.net

**Wendy Bendoni**  
wendy.bendoni@woodbury.edu

**Chauncea Carothers**  
chauncea@chauncea.com

## SUMMARY

Dedicated fashion industry professional intending to gain more experience in the fashion industry through a position with a company that has strong concentrations in fashion, modeling, music and the arts.

## WORK EXPERIENCE

### Foxiedox

- Social Media and Digital Creative. Collaborated with art director to oversee social content, manage content and photoshoot calendar, write strong copy that connects with brand, influencer management, brainstorm editorial ideas, source visual content, create social media/editorial campaigns.

### Larissa Kate Lingerie

- Social Media & marketing Intern for Larissa Kate Lingerie. Handles social media platforms such as Instagram and blog posts. Helps with photoshoots, content creation, branding, editorial, digital marketing & other events.

### For Love and Lemons

- Sales Associate/ Brand Representative for pop-up shop. Selling product, helps with content creation for social media, helps with events, communicating to customers brand knowledge.

### Chauncea.com

- PR intern for Chauncea under Chauncea.com. Assisting with public relations and social media influencing/marketing with specializations in creative direction, branding, brand ambassador, & social influencing.

### Crumbs & Whiskers

- Host at Los Angeles' first cat café. Introduce customers to Crumbs & Whiskers, take food orders, interact with customers, runner for food and drinks, feeding cats, cleaning the space, social media, sell merchandise, book reservations, & most importantly play with cats.

### Victoria's Secret-sales associate

- Work as a cashier and sales associate in beauty. Handled payments at cash registers, helped customers with shopping and questions, placed unpurchased products back on sales floor, helped coworkers with product obtainment, inform customers about current promotions/sales, inspire women to stay loyal to Victoria's Secret.

### Women's Wear Daily Magic Tradeshow

- Part of the Trend Forecasters Research Team for Spring/Summer 17. Helped trend forecaster Wendy Bendoni with researching trends, looks and styles from the Magic tradeshow for the spring/summer 2017 season.

### Madam Norma Jean Fashion Show

- Runway model for Madam Norma Jean fashion show.

### Assistant Fashion Stylist

- I was an assistant fashion stylist to the stylist Ursula Agurto for Dessy Di Lauro's show at the Rose.Rabbit.Lie club. Helped style outfits for the singer and dancers.

### A Current Affair- A vintage marketplace

- Worked as an intern on more than one occasion. Helped put together and take down work space, ran errands when needed, and helped

vendors set up their booths.

### **John Martinez Productions**

- Dresser for runway models at Roberto Cavalli fashion show.

## **EDUCATION**

### **Woodbury University**

Bachelor's of Business, Fashion Marketing

### **College of Southern Nevada High School**

Graduated with a 3.4 GPA

## **NOTABLE ACHIEVEMENTS**

Graduated high school as part of the National Honor Society-an organization created for acknowledgement of academic excellence.

## **CHARITIES AND VOLUNTEER WORK**

AVID Tutor

- Tutored high school freshmen in Algebra 1 and English

Operation School Bell program

- Helping underprivileged children with getting clothes and school supplies for the school year.

Angel City Pit Bulls

- Educate, advocate & celebrate the pit bull terrier breed. Helping with transporting dogs, socialize dogs and dog walking.