

GABRIELLE BLACKER

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ABOUT ME

An adaptive and organized Web Content Coordinator with a versatile creative skill set ranging from graphic design to coding, adept at skillfully managing business unit relationships while strategically propelling projects to success.

EDUCATION

2014 - 2018 • James Madison University
B.S. Interactive Design
Minor Studio Art

EXPERIENCE

Web Content Coordinator, Digital Experience Team

American Chemical Society | 2023 - Present

- Manage and quality-control content and development for ACS's Fall and Spring Meetings on Adobe Experience Manager and Smartsheets, collaborating with multiple Business Units and web developers
- Lead ACS.org Redesign Project, implementing Smartsheet's and introducing agile processes to the team for improved project management
- Curate UX resources to drive progress on web projects for the Digital Experience team
- Introduce new efficiencies to multiple business units and teams to streamline workflow for the ACS.org website

Account Manager

Ten Acre Marketing | 2022 - 2023

- Cultivated strong client relationships, serving as the primary point of contact for their marketing needs
- Collaborated with the creative team to initiate and execute projects seamlessly
- Developed and executed tailored marketing strategies aligned with client objectives
- Contributed to copywriting and graphic design to meet client expectations
- Analyzed campaign performance, generating insightful reports for data-driven strategy optimization
- Managed client budgets to ensure project alignment with allocated resources

Creative Solutions Coordinator

International Fresh Produce Association | 2022

- Provided creative direction for tech team during the development of freshproduce.com
- Selected, formatted, and published imagery on freshproduce.com through Optimizely
- Guided coworkers to meet all brand guidelines for all associations collateral
- Manage graphic design freelancers for all creative collateral

Creative Services Coordinator

United Fresh Produce Association | 2018 - 2021

- Designed virtual experiences for United Fresh LIVE, creating the industry's first ever virtual convention drawing in 10,000 attendees
- Published new content to WordPress CMS and social channels
- Created digital and print collateral for the association's campaigns, resources and event collateral

Digital Web Publisher

CEB, Now Gartner | 2018

- Collaborated with the digital team during the transition from CEB to Gartner, ensuring a seamless integration of content and design elements.
- Managed the reformatting and creation of web pages using Adobe Experience Manager, optimizing user experience and visual consistency.

SKILLS

Production Management | Social Media Management | Graphic Design | CMS Management
Content Creation | HTML | CSS | Java Script