

# GABE PALOMARES

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## EXECUTIVE STATEMENT

I am a skilled, personable and self-driven marketing & multimedia creative, combining the latest media trends & online technology platforms, and the production of quality digital copy and content, to tell stories and achieve results in a more effective and engaging manner.

## KEY SKILLS & COMPETENCIES

### TECHNICAL SKILLS

- Highly proficient and experienced in communication design, with proficiency in Adobe Photoshop, InDesign and Illustrator, with proven experience in marketing collateral generation
- Highly proficient in web development technologies including various Content Management Systems (WordPress, TextPattern)
- Proficient in EDM and related technologies (SendGrid & MailChimp)
- Highly knowledgeable about digital marketing automation for Facebook, Twitter and LinkedIn (HubSpot, HootSuite, Buffer)
- Highly proficient in HTML4 and proficient with HTML5, CSS & MySQL, with growing proficiency in PHP
- Highly proficient in desktop publishing including Microsoft PowerPoint, Word and Excel
- Highly proficient in Adobe Premiere Pro, with proficiency with Adobe After Effects and Apple Final Cut Pro, along with proven experience in video production
- Highly proficient in project management software such as JIRA, Assembla, Git, Slack & Trello

### PRODUCTION SKILLS

- Proven expertise with creation, management and delivery of digital, print & direct marketing strategies & projects in fast-paced, time-pressured environments
- Highly proficient in project campaign analytics, time tracking, quality control & reconciliation Proven team management & interpersonal skills, both as a team player & team leader
- Incredibly observant to quality of detail, including being acutely observant to brand and visual marketing strategies and brand language consistency
- Deep understanding of best technical, creative and OH&S practices in multimedia & web production

### INTERPERSONAL SKILLS

- Experience and ease in communicating with a range of stakeholders, including client service experience with sales/marketing executives from ASX 200 companies
- Strong verbal and aural, and written skills
- Ability to comprehend & communicate needs and requirements in stressful situations

## WORK EXPERIENCE



AUG 2015 - PRESENT

### Lead Editor, Data & Content

**ProductReview.com.au** • Sydney, Australia

Providing high-level editorial, strategic & technical support to maintain accurate, quality content & database structure for more than 50,000 leading products and services. Analysing user generated content in optimising user experience, generating new opportunities and, ultimately, increase traffic. Helping guide a small but brilliant Data & Content Team.

### HIGHLIGHTS

- Establishment of the Data & Content Team, outlining vision to leverage data & content, and created a system & policies to execute vision
- Created the inaugural 2016 ProductReview.com.au Awards, engaging more than 150,000 consumers & creating a brand new revenue stream
- Rejuvenated consumer social media strategy, most particularly the ProductReview.com.au Facebook Page (likes up 50%, engagement up 200%)



JAN 2015 - MAY 2015

**Floor Director**  
**California State University • Sacramento, United States**

Performed duties as floor director, along with other duties assisting production, for the second season of Made at Sac State, a video magazine-type television informational series broadcasted on regional terrestrial television. Assisted the executive producer with keeping production to high standards of quality and production to schedule, handled and studio floor crew and talent, and operated & troubleshooted a wide range of broadcast-standard studio equipment.



SEP 2014 - DEC 2014

**Quality Assurance Assistant**  
**Momento Pro • Sydney, Australia**



FEB 2012 - SEP 2014

**Director of Online Presence**  
**180 Degrees Consulting • Sydney, Australia**

Helped firm optimise online presence during incredibly fast growth via marketing and promotion through website & social media networks, stakeholder & client (customer) management, promotional strategy, liaising with worldwide branches, creating reports for superior and C-Level management, and project management.

## EDUCATION

2012-2016	<b>University of Technology, Sydney</b> Bachelor of Arts in Communication	Majored in Media Arts & Production Graduated with Distinction GPA
2012	<b>University of Technology, Sydney</b> Diploma of Communication	Majored in Public Relations Graduated with High Distinction GPA
2012-2016	<b>Redfield College</b> Higher School Certificate	Led, managed & wrote curriculum for the Redfield College TV Studio

REFERENCES AVAILABLE UPON REQUEST

## CONTACT

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