

## **Gabe Scalise**

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### **Education**

**University of Utah - Bachelor of Science, Major: Sociology, Diversity Studies** December 2012  
*Graduated Cum Laude*  
Salt Lake City, Utah

### **Work Experience**

**Korea Poly School - *International School Teacher*** March 2015 - March 2016  
Seoul, South Korea

- Coached and guided a diverse student body in an International School setting through their education
- Motivated students to excel in a range of subjects including literature, public speaking, and history
- Maintained records in a central database of daily curriculum and student attendance
- Worked in Excel to maintain student records and track performance
- Planned and lead large scale events multiple times per year

**Disability Law Center - *Communications Assistant / Administrative Assistant*** March 2013 - June 2014  
Salt Lake City, Utah

- Developed, edited, and promoted creative content on the web, social media, and in print publications
- Designed, implemented, and maintained a new website and its contents using HTML, CSS and Java
- Used Google Analytics to track social and web content and to target and engage new audiences
- Tracked metadata, keywords, and phrasing using SEO / SEM systems to increase search engine visibility
- Designed, implemented, and maintained social media outlets, email marketing lists, and newsletter
- Worked to write and submit a million dollar Federal grant application to which we were awarded
- Assisted in planning and executing our yearly fundraising Gala
- Tracked fundraising goals and reached out in unique ways to potential donors
- Worked with Senior Management to assist on organizational and office management tasks
- Member of the Community Relations Team developing outreach and communications strategies

**Children of Ethiopia Education Fund - *Media & Communications Coord.*** March 2012 – March 2013  
Salt Lake City, Utah

- Designed, implemented, and updated a new website and it's contents using Wordpress, HTML, and CSS
- Wrote and edited original content for the web and print including email chains, newsletters, and more.
- Created targeted graphics, posters, photos, and video content for marketing and promotional use
- Created content for social media networks and shared and maintained that content using CRM Systems
- Used Google Analytics to track social and web content metadata to target and engage new audiences
- Tracked metadata, keywords, and phrasing using SEO / SEM systems to increase search engine visibility
- Developed and organized a central database of donors and clients using Excel
- Developed and implemented an Outreach and Communication strategy for the organization
- Assisted Senior Management in planning and fundraising for our large annual giving event

## **Boys and Girls Club - Teen Center Coordinator**

December 2012 – March 2013

Salt Lake City, Utah

- Managed 3 staff members and up to 100 teenage students daily
- Scheduled activities, programs, and activities for staff and students on a daily basis
- Coordinated travel & transportation and provided students with assistance in school and the community.
- Maintained a central database record of staff and student performance and attendance

## **United Nations Development Program - *English Teacher***

June 2010 - September 2010

La Serena, Chile

- Taught English to eighth through twelfth grade students to engage and motivate them to pursue English.
- Worked start to finish to review and rewrite the contents of the school's English Language curriculum
- Helped the school find and utilize resources to improve the functioning and quality of education

## **Freelance Experience**

### **Photographer / Videographer / Visual Storyteller**

January 2008 – Present

- Worked start to finish with clients to develop their vision and to create content for print & digital public.
- Used creative writing to develop and write creative written content to accompany photos and video
- Edited images and video to appeal to the clients vision and a targeted audience
- Use Google Analytics to analyze content, keywords, & metadata to increase viewership and engagement
- Tracked metadata, keywords, and phrasing using SEO / SEM systems to increase search engine visibility
- Shared and analyzed content on social media including Facebook and Instagram using CRM Systems
- Work has been published across the web and in print by magazines, businesses, organizations, and more.

## **Skills**

Digital and film photography, Videography, Photo Editing, Video Editing, and Content Management. Search Engine Optimization (SEO) and Social Engine Management (SEM), as well as CRM systems. Google Analytics and Adwords. Microsoft Excel, Powerpoint, and Word. Wordpress Front and Back-end Web Development. Intermediate knowledge of HTML and CSS. Database Systems Management.

## **Continuing Education**

**Google Analytics Academy** - Certificate in Digital Analytics Fundamentals

March 2017

**HubSpot** - Certificate in Content Marketing

March 2017

## **Select Accomplishments**

- United Nations Representative through the Chilean Ministry of Education in La Serena, Chile
- Traveled to 30+ countries seeking to grow in my understanding of world issues and people
- Published photography book titled Feelings Among Giants by SMATR Publishing House
- Published creative writer with outlets such as The PhoBlogger, The Adventure Handbook, and more.

## **Portfolio**

<http://www.gabescalise.com>