

GABE SCALISE

- gabescalise@gmail.com • (860) 918-4254 • Seattle, Washington
- www.gabescalise.com

WORK EXPERIENCE

SouthAmerica.travel

October 2017 – Present

Content Manager

Seattle, Washington

- Lead visual and editorial content strategy to ensure continued success through data-driven improvements
 - Grew SouthAmerica.travel by 110.47% in traffic and 51.17% in new leads since October 2017
- Managed Marketing team and all Content, Social Media, Email Marketing, SEO, Content Strategy, & Branding
- Planned, created, published, and optimized consistent paid and organic content in accordance with brand voice
- Drove Content strategy and Brand Direction and ensured all creative matched branding guidelines and voice
- Developed multi-media blog content, press releases, infographics, videos, photo, graphics, and editorial content and distributed, tracked, and optimized that content with A/B Testing across different channels
- Lead local & global On-Page and Off-Page SEO Strategy and ensured Site Health using SEMRush, SEOProfiler, & Ahrefs in combination with working HTML & CSS knowledge
- Managed social media strategy including Facebook, Instagram, Twitter
- Partnered with Influencers to promote destinations & grow the brand voice through Visual Storytelling
- Developed and built Marketing Automation Email Campaigns and Sales notifications in Pardot & Salesforce
- Identified trends through Google Trends / BuzzSumo & worked with influencers to drive awareness and leads
- Tracked Campaigns, KPIs, and Marketing RIO using Pardot, Google Analytics, and more & reported on efforts to Senior Management

Freelance

January 2008 – October 2017

Content Producer / Visual Storyteller

Seattle, Washington

- Worked with clients such as KoVima, Anicca Bags, Hinterland Skis, Humless, and more to develop and create visual (photo, video) and editorial (blog, copywriting) content and share and optimize it across various channels
- Planned, created, published, and optimized consistent content in accordance with brand voice & content pillars
- Focus on brand identity with an emphasis on telling highly creative and meaningful stories
- Still Camera Operator, Video (Motion) Camera Operator, Studio Prep, & Content Management

Bonsai Media Group

May 2017 – October 2017

Digital Content Creator

Seattle, Washington

- Directly responsible for developing, creating, and managing all creative media for the agency and clients
- Developed & created SEO-driven blog content, press releases, infographics, videos, photos, graphics, and editorials
- Drove Content strategy and Brand Direction and ensured all creative matched branding guidelines and voice
- Planned, created, published, and optimized consistent content in accordance with brand voice & content pillars
- Still Camera Operator, Video (Motion) Camera Operator, Studio Prep, & Content Management

Korea Poly School

March 2015 – March 2016

International School Teacher

Seoul, South Korea

Disability Law Center

March 2013 – June 2014

Communications Assistant

Salt Lake City, Utah

Children of Ethiopia Education Fund

March 2012 – March 2013

Media and Communications Coordinator

Salt Lake City, Utah

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Boys & Girls Club of America
Teen Center Coordinator

December 2012 – March 2013
Salt Lake City, Utah

EDUCATION

University of Utah

B.S., Quantitative Sociology, Diversity Studies

December 2012
Salt Lake City, Utah

- Graduated Cum Laude
- Summer Internship in La Serena, Chile working with the United Nations Development Program
- Undergraduate Research Assistant to a professor studying how gender affects health care outcomes

Google - Certificate in Digital Analytics

December 2014

HubSpot - Certificate in Content Marketing

April 2017

WordPress - Certificate in Blogging for Business

May 2018

SKILLS

- **Skills:** Marketing, Content Marketing, Content Strategy, Brand Direction, Data-Analysis & Optimization, A/B Testing, Content Management (CMS), Email Marketing, Influencer Marketing, Content Creation, Content Production, Content for Web, Content for Mobile, Photography, Videography, Photo & Video Editing, Graphic Design, Studio Prep, Copywriting, Content Curation, CRM, Marketing Automation, Pardot, Salesforce, Marketo, SEO (Ahrefs, SEMRush), Google Analytics, PPC, Google Adwords, Wordpress, HTML, CSS, SaaS