

# Gabriella Krichevsky

<http://www.linkedin.com/in/gkrichevsky>

Phone: 718-415-4164

[gabriella.krichevsky@gmail.com](mailto:gabriella.krichevsky@gmail.com)



## **PROFESSIONAL EXPERIENCE**

**CUBOCC – Manhattan, NY USA**

January 2019 – Present

Project Manager and Producer

- Responsible for creating and maintaining schedules for projects across the agency for a variety of clients/brands, creating project SOWs, managing client budgets, managing overall agency resource allocation and ensuring deadlines are met.

**CUBOCC – Manhattan, NY USA**

February 2018 – February 2019

Evergreen Strategist and Account Manager

- Responsible for creating and leading all digital and strategy for Unilever brand, Nexxus
- Project managed and lead all operations for the first DTC e-commerce website (including UX/UI design) for Unilever, Nexxus
- Lead all social and community management for the brand

**CUBOCC – Manhattan, NY USA**

October 2016 – February 2019

Social Media Manager

- Lead the social community management and all ChatBot initiatives for Nexxus Unilever, Hair Concierge
- Created, monitored monthly dashboard analysis reports, trends, consumer behaviors with recommendations and strategic planning.
- Managed all operations for the first DTC e-commerce website for Unilever, Nexxus and managed the digital client account relationships.
- Managed all HR recruitment for creative freelancers

**Neil Kalra Law Offices – Queens, NY USA**

August 2016 – November 2016

Marketing Manager

- Consulted and created WordPress websites for the firm
- Managed all social media marketing including content creation and SEO
- Managed all traditional marketing and advertising including print (local newspapers and magazines).
- Represented the firm at trade shows
- Lead all event management

**WordsEye – Manhattan, NY US**

February 2016 – July 2016

Community and Social Media Manager

- Created a growth strategy to increase panelist registration, utilizing social media platforms and creating an online community.
- Managed events, set up partnerships and carried out investment proposals.
- Managed, grew and retained a strong online community from 7,000 to 20,000 in six months.

**CEC RESEARCH – Cranford, NJ USA**

June 2015 – May 2016

Digital Marketing Manager

- Created strategy to increase panelist registration, utilizing social media platforms and email marketing.
- Developed business process tools to increase efficiency in customer relationship management by driving brand awareness.

**TEDx - Global Contact, January 17, 2015 – London, UK**

September 2014 – August 2015

Organizer and License Holder for TEDxHultLondon

Organized a successful live-stream event that attracted over 1,300 viewers from 86 countries.

- Lead, organized and managed a TEDx event with a team of 25 university personnel
- Vetted keynote speakers around the world followed by securing five influential award winning individuals.
- Raised sponsorship and managed budget.
- Managed all technical aspect of the event including the *Livestream* platform.

**SHANGHAI PREMIUM PLUS LTD – Shanghai, China**

June 2014 – June 2015

Freelance Writer

- Composed 20 articles covering strategy and execution of high profile marketing campaigns from AD agencies such as W+K Sample Articles: [Emotional Branding](#) • [Stop!Go!Stop!](#) • [Rush Hour](#)

## **EDUCATION**

**HULT INTERNATIONAL BUSINESS SCHOOL – London, UK**

August 2015

Master's Degree, International Marketing

- Won the CPG *Dove*, *Unilever* Marketing Challenge to promote their brand among dermatologists.

**RICHMOND THE AMERICAN INTERNATIONAL UNIVERSITY IN LONDON – London, UK**

May 2014

Bachelor of Arts, Marketing - Graduated with First Class Honors

- PR and Event Planner for *The Green Project* to create: Organized social outings, and Environmental cleanups.

## **Languages**

- Trilingual in English, Italian and Spanish.

## **Platforms/Software Proficiency**

Facebook, Twitter, LinkedIn, WordPress, Google Analytics, Microsoft Products, Snapchat, Periscope, Instagram, Eventbrite, Livestream, Google Drive, Airtable, Tumblr, Pinterest, Youtube, Youku, Olapic, Hootsuite, Trello, Buffer, Percolate, Click-up and smartsheet.