

Gabriela Nuñez

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Professional Summary

Marketing and Brand Strategy graduate with experience in advertising, social media, event planning, and community marketing. Skilled in marketing coordination, audience insights, brand communications, and project management.

Core Competencies

Marketing Strategy | Brand Marketing | Social Media Marketing | Event Planning | Marketing Communications | Community Engagement | Audience Research | Project Management | Brand Storytelling | Cross-Functional Collaboration

Technical Skills

Microsoft Office | Google Workspace | Adobe Creative Suite | Canva | Google Analytics | Meta Business Suite | Generative AI | Mailchimp | Buffer | Social Media Management | English & Spanish

Education

University of North Texas, Denton, Texas

May 2026

Bachelor of Science in Advertising & Brand Strategy

Experience

The North Face

Brand Guide, Interim Manager | Frisco, Texas

Aug 2024 - Present

- Deliver personalized customer experiences through suggestive selling and brand storytelling while supporting store operations and team leadership.
- Named Employee of the Month for exceptional performance and contributions to the store team.

Lambda Theta Alpha Latin Sorority, Inc.

May 2026 – Present

Area Coordinator | Texas

- Oversee operations and communications for 4 active chapters, including 3 undergraduate and 1 alumni chapter.
- Coordinate area programming, resources, and communications while supporting chapter leadership.

President

May 2025 – May 2026

- Led communications, promotional initiatives, and events while coordinating with university departments, alumni, and student organizations; earned President of the Year.

SWOOP Student-Run Advertising Agency

Aug 2025 – Dec 2025

Media Planner | Denton, Texas

- Collaborated with Team Lucky to develop and pitch an advertising campaign for the UNT Police Department, selected for real-world implementation.
- Conducted audience research and developed media strategy and recommendations aligned with campaign objectives and target audiences.

SevenCube Marketing

Social Media Intern | Dallas, Texas

June 2025 - Sep 2025

- Managed content for 2 client accounts across Facebook, LinkedIn, and Instagram, developing platform-specific content and monitoring performance.

FirstService Residential

Lifestyle Manager | Providence Village, Texas

Jan 2024 - Apr 2024

- Planned events for 1,000+ residents, managing logistics, vendors, and a \$200K budget.
- Developed marketing communications and digital content while managing website and social channels.

American Eagle Outfitters

Sales Lead | Grapevine, Texas

June 2023 – Nov 2023

- Led and coached 60+ brand ambassadors while supporting localized social media and outreach.

Starbucks Coffee Company

Shift Supervisor | Frisco, Texas

Dec 2019 – Mar 2023

- Supervised daily operations and coached team members; recognized as Partner of the Month multiple times.