

GABRIEL HYDE

CONTACT

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EDUCATION

COLORADO STATE UNIVERSITY

FORT COLLINS, CO
DEPT. OF JOURNALISM

Bachelor of Arts: JOURNALISM
Minor: TECHNICAL COMMUNICATIONS
GPA: 3.80

SKILLS

SOCIAL MEDIA: Instagram, Facebook, LinkedIn, Snapchat, Twitter, TikTok, YouTube, Discord, Pinterest, Reddit, Tumblr, Thread, Content Strategy & Production, Community Management, Insight Reporting

Editing Programs: Adobe Creative Suite (Photoshop, Lightroom, InDesign, Adobe Premiere Pro), Final Cut Pro, Canva, TriCaster

MARKETING: Salesforce (Pardot, Marketing Cloud), Mailchimp, Email Pros, Constant Contact, Google Analytics, Google Ads, Ads Manager (Facebook, Instagram, Snapchat), Marketing360 (all tools), Asset Design, Influencer Marketing, Trend Research, Brand Development, Campaign Planning, Analytics Reporting

WEB DEVELOPMENT: Squarespace, Shopify, WordPress, BeaverBuilder, Wix, eCommerce, *Limited Hard Coding (HTML, Java, CSS)*

Photography: Nikon (Z6, d850, d750, d780, d3500), Canon (Rebel T7, M50, R10) Sony (a7 III, a7R IV, a6500), Mirrorless, DSLR, 35mm, Creative Direction, Television Production, Product Shots, Sports, Events

Productivity: G Workspace, Microsoft Office, Keynote, Trello, Asana, M360, Airtable, Sprout Social, Hootsuite, Monday, Various AI tools

EXPERIENCE

SWYFT PR (GrowSwyft)

Content Writer - PR Strategist

- Create, edit, and published professional creative content for Swyft, its affiliated brands (PR over Coffee, Startup over Coffee, First PR Alliance) and its clients; materials include press releases, interviews, internal company communications, blog posts, white papers, case studies, supporting copy for email marketing campaigns, website copy, and visual design work
- Researched, developed, and executed public relations campaigns including client onboarding, running engagement kick-off meetings, designing communications strategy, and executing news announcement campaigns following established PR / AP style guidelines
- Coordinated interviews with media outlets on behalf of the client, creating interview preparatory notes, suggested talking points, campaign results reporting, periodic status calls, and related media research for sales and outreach campaigns
- Provided suggested social media posts and strategies to support Swyft, including executing media strategies for affiliated brands and clients

Madwire (Marketing 360)

Advanced Onboarding Consultant (Advanced Project Management)

- Successfully managed and executed simultaneous projects, resulting in a 98% on-time project completion rate and a 20-25% increase in team portfolio revenue
- Managed complex project budgets, accurately calculating project scope including budget, resources, and personnel
- Utilized advanced in-house project management tools to maintain exceptional communication and collaboration with cross-functional teams to improve project visibility resulting in high stakeholder satisfaction rates and a steady increase in retained business
- Maintained vigilant oversight of project schedules and resources leading to a 10-15% improvement in productivity resulting in a steady reduction in project timelines and a 5-10% reduction in project labor costs
- Streamlined workflows and processes to increase team efficiency and reduce preventable errors
- Successfully led project teams to achieve ambitious milestones, and provided exceptional client relationship management to improve client and stakeholder satisfaction and referral business
- Conducted regular status meetings and reporting, leading to a 90% reduction in project risks, increasing stakeholder confidence

Armchair History TV

Talent Outreach Representative - Lead Email Content Strategist - Digital Product Manager

- Managed a 1 million+ general YouTube subscriber base, a 6k+ paid subscriber base, and a 25k+ free subscriber base for the AHTV website
- Advised and executed talent acquisition strategies leading to a massive increase in partnerships for the AHTV website
- Collaborated with cross-functional teams, internal and freelance, to optimize email marketing campaigns, drive revenue growth, and ensure on-time product delivery
- Managed and tracked contract tasks such as negotiation, digital asset buying, special requests ordering, administration, and billing orders
- Developed and implemented A/B testing strategies to improve email campaign performance and increase ROI; achieving high open rates and a 10% increase in click-through rate by utilizing advanced email marketing strategies
- Utilized segmentation, automation, and personalization strategies to streamline email campaign relevance and increase engagement metrics allowing for targeted re-engagement campaigns to reduce subscriber churn rate by 30-40%
- Consistently exceeded monthly revenue goals by 15-20% through effective email campaign management and optimization
- Analyzed and tracked email campaign metrics to improve engagement and conversion rates, resulting in a 10-20% increase in revenue
- Designed and produced monthly digital newsletter content for direct email marketing campaigns, resulting in a 10-15% subscription increase
- Maintained a low email list unsubscribe rate of under 3%, indicating strong subscriber engagement and satisfaction
- Managed digital creative assets and written content production for 30-35 creative partnerships at a single time with a 100% on-time delivery rate while maintaining the high-quality standards of previous content

Innovation Center of St. Vrain Valley Schools

Product Designer - International Marketing Manager

- Designed and developed innovative robots to enhance the social and learning skills of young children with disabilities, as a valuable contribution to a robotics and engineering startup
- Oversaw and ensured the successful laser manufacturing of robotic pieces, leading to prototype robotics and kit sales
- Coordinated and collaborated with local libraries and school programs, enabling direct crowdsourcing for enhancing product quality
- Presented cutting-edge working products, demonstrations, and research at prestigious conventions (ISTE), showcases, and private showings, impressing potential audiences and investors alike
- Led a highly skilled student-centered, media marketing team at Sister Cities International, staged out of a local maker space
- Managed a team of 5 direct reports, skillfully leading weekly team and individual meetings, project tracking, resource and process creation/adaption, and regular training
- Authorized the optimal use of financial assets to aid or boost data-driven strategies, including branded merchandise and ads, while utilizing real-world insights to structure valuable marketing approaches
- Organized and spearheaded an international content collection effort for separate media teams, located in different locations across Japan and Mexico
- Coordinated teams across separate countries, collaboratively overcoming various obstacles of content production and publication