



GINA GACAD

PUBLIC RELATIONS &
STRATEGY

CONTACT

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SOCIAL MEDIA

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SKILLS

CONTENT EDITING	PUBLIC SPEAKING
WRITING	LEADERSHIP
ORGANIZATION	CRITICAL THINKING
DIGITAL JOURNALISM	MEDIA RELATIONS
RESEARCH	EVENT PLANNING
STRATEGIC PLANNING	NEWSJACKING
PROACTIVITY	MESSAGING &
TIME MANAGEMENT	POSITIONING

EDUCATION

DOUBLE BA | MAJORS IN COMMUNICATION // AMERICAN
MULTICULTURAL STUDIES | MINOR IN ENGLISH
SONOMA STATE UNIVERSITY | 2012 - 2017

EXPERIENCE

SENIOR ACCOUNT COORDINATOR

CLARITY PR | OCT 2018 - PRESENT

- Collaborates on strategy & messaging across accounts, including brand positioning, identifying pain points, and drafting PR plans
- Manages relationships between clients and press
- Runs foundational documents and opp sourcing initiatives
- Drafts pitches to an array of media contacts and secures coverage from various outlets upon live outreach
- Keeps a pulse on industry and trending news

ASSISTANT ACCOUNT EXECUTIVE

CODEWORD AGENCY | JUL 2017 - OCT 2018

- Assisted with strategy and launch comms through proactive outreach, research, and project management
- Pitched and secured media coverage to an array of outlets
- Drafted press releases, briefing docs, competitor landscapes, and other fundamental account docs
- Contributed to desksides, EOM reports, content edits, strategy/planning, and crucial account docs
- Provided weekly media move updates across offices

FYE PEER MENTOR

SONOMA STATE UNIVERSITY | AUG 2015 - MAY 2017

- Assisted students with their transition from high school to college
- Bridged communication between students and professor
- Promoted community and global awareness
- Mentored students through academic and social concerns

SOCIAL MEDIA OUTREACH INTERN

BETSY ROSENBERG PRODUCTIONS | JUL 2016 - MAR 2017

- Reached out to organizations on Betsy's behalf for research, collaboration, and other needs
- Re-created Betsy Rosenberg's social media image
- Researched ecological and environmental issues
- Edited articles and other written work to be published

EVENT COORDINATOR

SONOMA STATE UNIVERSITY | SEPT 2013 - MAY 2014

- Organized and advertised various events for the student body
- Wrote event proposals
- Built work relationships with a variety of people through collaboration
- Spearheaded Asian/Pacific Islander Heritage Month

ACTIVITIES

SSU SYMPOSIUM OF RESEARCH & CREATIVITY

SOURCE AWARD RECIPIENT
MAY 2017

QPR SUICIDE PREVENTION TRAINING

APR 2016

NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES CONVENTION (NACA)

FEB 2014