

# Gabriela Garcia Helin

Marketer  
& Researcher

## experience

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### Business Co-Owner & Manager

Casa Niñas.  
May 2021-Present

Created e-commerce business specializing in selling artisan made products. Manage day to day operations of running an online shop & socials. Handle purchasing and importing from international suppliers.

### Public Relations & Social Media Branding

Sarah Hall Productions,  
NYC  
February 2019-May 2020

Managed various clients social media accounts. Drafted press materials, communicated with different media, completed client reports and collaborated weekly with PR/marketing team on the development and implementation of press and social media strategies.

### Media/Event Management

LALA, Kerry Cassill,  
Laguna Beach  
2018-2019

Assisted designer/owner with social media management and event planning. In charge of setting up photo shoots, over viewing/approving media schedule, interacting with customers via social media and planning of monthly in store events & promotion.

## education

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### Strategic Design & Management , BBA

Parsons School of  
Design  
2019-2021

### Fashion Marketing & Communications, AAS

Parsons School of  
Design  
2017-2019

## contact

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## skills & expertise

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- Bilingual
- Proficiency in many online marketing and design tools
- Ethnographic research
- Marketing strategy
- Social media management

## references

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### Sarah Hall Productions

Email: carolyn@shpny.com  
Cell:(212) 597-9200

### Kerry Cassill

Email: kc@kerrycassill.com  
Cell: (949) 246-4512