

GABRIELA SIBORI

ABOUT ME

A bilingual communications professional with demonstrated experience in digital media, data analytics, marketing campaigns, and press outreach.

EDUCATION

- 2020 ▪ General Assembly
Certificate course in digital marketing
- 2014 - 2018 ▪ University of South Florida
BA in Political Science and Government

EXPERIENCE

Washington Office on Latin America (WOLA)

Communications Associate

January 2021 - present

Communications Assistant

March 2019 - January 2021

- Work closely with the VP to produce powerful communications and digital marketing campaigns
- Pull and analyze metrics from Google Analytics, Facebook, Instagram, Twitter, and Hootsuite
- Pitch compelling stories to reporters, manage media interview requests, and track press mentions in English and Spanish
- Draft, copy-edit, and translate bilingual press releases, media advisories, and statements
- Manage wola.org and WOLA's various external blogs on WordPress
- Assist with event setup, video shooting, live-streaming, and editing
- Manage WOLA's Mailchimp mailing list and Cision media contact database
- Communicate with partners on the ground in Latin America
- Train staff on communications equipment, technologies, and processes

Senate Finance Committee

October 2018 - March 2019

Press intern

- Drafted social media content and press releases
- Compiled daily press clips and built a press list
- Successfully wrote talking points and memos
- Assisted the Deputy Press Secretary in Committee Hearings

U.S. Representative Kathy Castor

January 2017 - June 2017

Congressional intern

- Drafted and translated letters from English to Spanish
- Created marketing reports
- Boosted the Congresswoman's online presence on social media platforms

SKILLS & KNOWLEDGE

Bilingual: English and Spanish ● ● ● ● ●

Mailchimp, Cision, WordPress ● ● ● ● ●

Adobe Creative Suites ● ● ● ● ●

Marketing analytics ● ● ● ● ●

SEO content writing ● ● ● ● ●

Paid media ● ● ● ● ●

