

# Gabriela Balbuena

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## Education

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University of North Carolina at Chapel Hill | Chapel Hill, North Carolina August 2022 - Present

**Bachelor of Arts and Sciences** May 2026

- Advertisement/ Public Relations and Interpersonal Communications Double Major in the Hussman School of Journalism and Media
- GPA – 3.863
- Dean's List: Fall 2022, Spring 2023, Fall 2023, Spring 2024

## Work Experience

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Bartaco | Chapel Hill, NC May 2024 – Present

### Dragonfly

- Perform a variety of tasks as a support member such as efficiently delivering food and drinks to guests and bussing tables.

Partida Continua | Barcelona, Spain June 2024

### Marketing Intern

- Served as support to plan and execute marketing campaigns and initiatives.
- Ran the Instagram account and created graphics for Reflections Copenhagen, a Denmark crystal décor brand.
- Assisted in planning two showcases, inviting and communicating with recipients about the event.

The Band TBD | Chapel Hill, NC September 2023 – January 2024

### Website Developer

- Developed a website for a UNC-CH student band.
- Designed a distinctive and memorable logo for the band, capturing their musical style and identity.

## Extracurricular activities

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Event Planning Committee, Association for Women in Sports Media October 2024 - Present

- Work closely with the Event Planning Chair to plan and execute various events that support AWSM's mission.

Social Media Chair, Mu Sigma Lambda Sports Academic Fraternity August 2023 - Present

- Network with sales and marketing communication strategists in the professional sports industry.
- Manage the social media for the organization.

Director of External Events, Alpha Phi Fraternity August 2022 - Present

- Coordinate and execute events with other Panhellenic and IFC chapters at UNC-CH. Work with local venues to host the events at.
- Manage event budgets, ensuring cost-effectiveness and adherence to financial guidelines.

## Additional Information

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- Member, UNC Undergraduate Marketing Club August 2024 – Present
- Member, American Advertising Federation College Chapter October 2023 – Present
- Office 2019: Microsoft Office Specialist: PowerPoint and Excel Associate
- Office 2019: Microsoft Office Specialist: Word Expert
- Proficient in Canva and Figma
- Beginner level in HTML and CSS

## Languages

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- English - Native
- Spanish - Level 3, Intermediate Spanish I