

Robby Gessel

Creative Marketer

Robbygessel.com
Gessel.Robby@gmail.com
linkedin.com/in/robbly-gessel
(571) 388-7576

WORK EXPERIENCE

Bentztown, Global Leader in Radio and Podcast Products and Services – Marketing Coordinator August 2022–Present

- Acting Marketing Director for 4 months (2023), assuming additional responsibility for overseeing the entire marketing department.
- Take the lead on strategic and creative integrated marketing campaigns to support our radio shows and products including brainstorming, building decks and pitching, generating creative, distributing materials, and recapping and reporting results.
- Coordinate paid media, manage social accounts, schedule meetings, and execute administrative tasks for company president.
- Write, design, and edit fun, creative, and effective marketing materials including videos, print ads, posts, sell sheets, and eblasts.

Travel With Meaning, Travel Brand – Marketing Assistant September 2021–March 2022

- Worked closely with clients to develop brand strategy to better tell their stories and designed decks.
- Wrote engaging website copy and designed dynamic websites to tell clients' stories and engage customers in creative ways.

iDayDream Studios, Startup Digital Marketing Firm – Digital Marketing Intern May 2021–August 2021

- Wrote copy, created graphics, and edited videos for eye-catching daily social media posts and client websites.
- Connected with customers through outreach on social media to foster a community and grow clientele.

CREATIVE EXPERIENCE

Robby Gessel Brand – Founder August 2019–Present

- Created a lifestyle clothing brand that parodies influencer culture by featuring my face with the slogan, “Be Yourself!”

The Law Brothers TV Pilot – Producer, Co-Star, Social Media Manager March 2022–Present

- Helped coordinate meetings, managed social media, and assisted with writing, casting, budgeting, logistics, and distribution.

Chocolate Cake City Sketch Comedy Troupe – President, Member September 2018–May 2022

- Ran and scheduled meetings, coordinated all stages of video production, organized events, and wrote and performed sketches.
- Led troupe in 2021, the year we were selected by College Consensus as a top 10 college comedy organization in the US.

Wheel of Fiction Podcast – Host November 2020–February 2022

- Hosted, performed, wrote, and edited this largely improvised storytelling podcast.

EDUCATION

Emerson College, Boston, Massachusetts

September 2018–May 2022

BS in Marketing Communications

Minor in Comedy Writing and Performance

Minor in Political Communications

GPA: 3.93 **Honors:** Magna Cum Laude

Emerson College Los Angeles Program

August 2021–December 2021

Study Abroad, Well, Netherlands

January 2020–March 2020

Improv Comedy Class

August 2020–December 2020

SKILLS

- **Writing** – Screenwriting for television and film and copywriting in brand voice.
- **Social Media** – Strategy, content creation, and management knowledge for Facebook, Instagram, X/Twitter, TikTok, and LinkedIn.
- **Computer Technology** – Project management tools, Wix web design, MS Office and G Suite, including PowerPoint and Excel.
- **Professionalism** – Excellent written and oral communication. Highly organized and detail-oriented.
- **Adobe Creative Cloud** – Photo and video editing in Photoshop and Premiere. Basic knowledge of After Effects and Illustrator.
- **Performance** – Sketch, improv, and stand-up comedy, acting, rapping, singing, and podcasting.

AWARDS AND RECOGNITIONS

- Eagle Scout | 2018
- Black Belt in Jhoon Rhee Tae Kwon Do | 2015
- Player on Mixed Regional Champion, Emerson Skunks Ultimate Frisbee Team | 2018–2022