

# GABRIELA MARTIN GARCIA

Gabriela.martin.garcia04@gmail.com +447827410741 SE5 8UT

## EDUCATION:

### UAL London College of Communications (2023-2026)- BA (Hons) Advertising

- **Analytical skills:** I learned how to analyse target audiences, costumers' insights, do market research, and understand campaign results.
- **Creative Thinking:** I had assignments about rebranding a company or create a campaign for a small business aligning with their values and mission.

### City & Islington Sixth Form College (2021-2023) - Media Communication/ Graphic Design/ Film

- **Creativity:** The assignment's brief was 'blue' or 'joy,' and we had to create a whole project using only this word, incorporating any material or technique.
- **Communication:** I had to write and present clear and detailed essays explaining my thinking process, references, and the meaning of the project.
- **Adaptability:** The subjects were all creative, but in different ways, so I had to adapt to the software, techniques, and different people to work with.

### Santander Open Academy (2025) - Consumer Behaviour Essentials/ Strategic Thinking

- **Consumer Behaviour Understanding:** I added extra knowledge about consumer psychology, strategic mindset within business, and I practised them through short exams.

### Angel Comedy Club -Comedy course (2026)

- **Audience engagement:** I learned creative writing and how to engage and adapt the tone to the audience in a few words.
- **Confidence in communication:** Delivering ideas clearly and confidently.

## WORK EXPERIENCE :

### Marketing and Editing- Young Digital Champions Southwark Council (2026-)

- **Social Media Strategy:** I am in a team where we create social media content to engage young people (16-25) in Southwark
- **Content editing and storytelling:** Adapting videos to different platforms making them more engaging, structuring posts to follow a storyline.
- **Teamwork:** I have to work with a team of amateur creators alongside professionals who taught us how to organise the work. So I learned how to work with a wide range of people.

### **Own business – Gaby’s Cleaning LTD (2023- 2025)**

- **Organization:** Creating a timetable for me and for the staff, fitting hours for clients and workers, and controlling stock helped me so much with organization.
- **Communication:** Talking to clients, selling my services, and explaining to the team what should be done to develop my communication skills.
- **Creative Thinking:** I have to create posters, a logo, a website, and a campaign for my own business.

### **Management of Short-Stay Vacation Rentals (2022- )**

- **Analytical skills:** I use the data from the platforms to create promotions depending on the demand. Adjusting features to engage better with future guests.
- **Communication:** I have to talk to people for all over the world, giving instructions, answering questions, or addressing complaints.
- **Resilience:** I have to be there every day, dealing with people and cleaning for the next guests. It helps me with my discipline.

### **Hospitality - Catering assistant (2023-2025)**

- **Teamwork:** I understood my position and what my part is within the team. I am a calm person so I have never had an argument. I prefer to talk with the person.
- **Stress Management:** I learned how to handle my feelings in busy times, with the clients and my colleagues.

### **SKILLS :**

1. Creative thinking
2. Social media strategy.
3. Communication
4. Analytical Skills
5. Teamwork
6. Adaptability
7. Organization
8. Resilience
9. Editing