**Frank Gambale**

Ozone Park, New York

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**WORK EXPERIENCE**

**Digital Marketing Assistant**, New York City, NY **March 2017 – Present**

Social Netwit

* Conduct research for social media marketing and content creation
* Compose social media posts for client’s social media channels
* Monitor LinkedIn, Twitter, Facebook and Google Plus for brand engagement
* Leverage LinkedIn for special outreach campaign on behalf of client to create new business opportunities
* Performed keyword research to optimize for social media marketing and SEO initiatives

**Realty Intern**, Howard Beach, NY **July 2015 – December 2015**

Incredible Homes Realty Inc.

* Answered the phone, took messages, arranged and confirmed appointments for licensees
* Wrote ads for approval of the broker and placed approved ads in the classifieds
* Added real estate listings to the website
* Computed commission checks and filed the necessary documents

**Marketing Intern**, New York City, NY **June 2014 – January 2015**

Reputation Line Inc.

* Observed and tracked social media marketing efforts, networking, and engagement of current and potential clients
* Compiled lists for email marketing designed to attract international clients for upcoming trade shows in the New York City area
* Worked with the Chief Marketing Officer to create a customer experience framework
* Gained an understanding of Social Media Marketing, Online Reputation and Management

**ACTIVITIES**

**New York Cares Volunteer Organization** Summer 2013 – Present

* Participated in Hurricane Sandy Relief Project to cleanup home in Gerritsen Beach, New York
* Cared for and cleaned cages for animals at a no-kill animal shelter in Ozone Park, New York

**Campaign Volunteer** September 2016 – November 2016

* Assisted in phone banking and fundraising for local senator’s re-election campaign

**TECHNICAL SKILLS**

Microsoft Word, Microsoft Excel, Google Analytics Certified, Basecamp

**HONORS & AWARDS**

**Honors:** Dean’s List Fall 2011, Spring/Summer 2012, Spring 2013 Honors List: Fall 2013

**Societies:** Phi Theta Kappa International Honor Society Member Spring 2012 – Present

National Society of Leadership and Success Spring 2013 – Present

**EDUCATION**

**Baruch College/Zicklin School of Business New York, NY**  June 2015

Bachelor of Business Administration, **Marketing Management**

* **Major GPA:** 3.51 **/ Overall GPA:** 3.47
* **Relevant Coursework:** Entertainment Marketing, Internet Marketing, Branding, Advertising and Marketing Communications