

GABRIEL SEDILLO

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Marketing professional with agency experience and a background in advertising, brand strategy, and content creation. Leverages seven years of progressive leadership experience at Starbucks Coffee Company, advancing to Assistant Store Manager while leading business operations, developing high-performing teams, and driving measurable results. Combines creative thinking with strong business acumen to develop strategies that strengthen brands and engage audiences.

EDUCATION

TEXAS TECH UNIVERSITY

Bachelor of Arts

Major in Advertising & Brand Strategy; Minor in Media Strategies

Magna Cum Laude; Presidents List 2021-2023

Student Government Association Ambassador 2019-2022

Tech Advertising Federation (TAF) Member 2021-2023

Lubbock, TX

May 2023

WORK EXPERIENCE

STARBUCKS COFFEE COMPANY

Assistant Store Manager

Promoted from Barista → Shift Supervisor → Assistant Store Manager

- Lead daily operations for a \$4M+ retail business, driving operational excellence and customer experience.
- Develop weekly partner schedules and labor plans to optimize payroll and business demand.
- Analyze business performance metrics and P&L trends to improve store results.
- Coach and develop partners through performance conversations and leadership development.
- Partner with store leadership on hiring, onboarding, and talent development.
- Execute operational initiatives while maintaining company and food safety standards.

Austin, TX

Jun 2019 – Present

SOCIAL HARMONY Digital Marketing Agency

Account Manager

- Managed digital marketing strategy and client relationships for three business accounts.
- Designed social media graphics and short-form video using Adobe Creative Suite.
- Produced Reels and wrote engaging captions tailored to each client's brand voice.
- Planned and managed content calendars through Buffer to ensure consistent publishing.
- Collaborated with clients to develop content strategies that supported brand awareness and engagement.

Lubbock, TX

Jan 2024 – May 2024

PROJECTS

LUBBOCK IN A NEW LIGHT (Advertising Campaigns Capstone)

Spring 2023

- Supported development and execution of an integrated marketing campaign for a nonprofit arts organization.
- Conducted audience research and competitive analysis to inform campaign messaging and creative strategy.
- Managed project timelines, client communication, and final campaign presentation.
- Collaborated with cross-functional creative and strategy teams to align campaign execution with client goals.
- Contributed to campaign elements implemented during First Friday Art Trail (FFAT), increasing local visibility.
- Assisted with campaign tracking and recap documentation to support performance evaluation and future planning.

BOM BRAZIL (Digital & Social Media Campaign)

Spring 2023

- Executed a digital and social media campaign to increase brand awareness for a local wellness-focused food brand.
- Conducted brand audit and audience research to guide creative and messaging decisions.
- Developed copy and creative assets and supported Google Search Ads and website updates.

SKILLS & CERTIFICATIONS

Skills: Marketing Strategy, Brand Strategy, Social Media Strategy, Content Creation, Copywriting, Campaign Management, Community Management, Client Relationship Management, Project Management, Team Leadership, Performance Coaching, Workforce Scheduling, Labor Planning, P&L Analysis, Business Performance Analysis, Adobe Creative Suite, Canva, Buffer, Hootsuite, Google Ads

Licenses & Certifications: National Registry of Food Safety Professionals (Certified Food Safety Manager) Hootsuite Platform Certification 2023, Hootsuite Social Media Marketing Certification 2023, HubSpot Marketing Software 2023, HubSpot Digital Advertising 2023, Google Ads Search Certification 2023.

Awards: Hub City Student Advertising Competition (Nov 2022) Runner-Up. POQ Q4 2024