

# Gabriella Colasuonno

Result-oriented, resourceful, organized, and motivated individual seeking a position with an organization which will require me to utilize my skills, abilities and experience to contribute to the overall success of a company.

## Contact

### Phone

(917) 733-1809

### Email

gabriella\_colasuonno@aol.com

### Location

Brooklyn, New York 11214

## Education

### Bachelor's in Applied Science Advertising and Marketing Communications

Fashion Institute of Technology,  
State University of New York

## Expertise

- Social Media Management
- Content Creation
- Digital Marketing
- Brand Marketing
- Influencer Marketing
- Web Design
- Recruiting and Retention
- Virtual and In-Person Event Coordination
- Project Management
- Customer Service
- NYS Licensed Real Estate Salesperson

## Language

English

## Experience

Sponsoring Educational Opportunity | Nov 2022 - Present

### OPERATIONS COORDINATOR, REAL ESTATE & ADMINISTRATION

- Manage and lead the set up and implementation of organization-wide systems.
- Prioritize project tasks, manage timelines, and follow up on task assignments to ensure all project components are on track for timely completion.
- Produced standard operating procedures to improve functionality in the office, including implementing a ticketing system via ZenDesk.
- Document and maintain all documentation of processes within the facility.
- Maintain organization's desk booking system to maximize office efficiency and hybrid work.
- Research and compile data for space planning objectives.
- Coordinate space and furniture planning efforts with department representatives.
- Collaborated with property managers and external vendors to evaluate facility needs and optimize operational and safety plans.

DiDomenico Property Maintenance | Sept 2021 - Present

### OFFICE OPERATIONS MANAGER

- Identified and executed improvements for operational management systems, processes and best practices.
- Issue monthly invoices and examine financial data to improve profitability.
- Prepared written contracts and job proposals, and ensure that projects are being completed in a timely manner.
- Complete data entry, collect transactions, track debits and credits and maintain financial records.
- Coordinate with vendors, tenants, and property managers to schedule building repairs.
- Created, edited, and published content to share on all brand's company social media profiles.
- Designed, built and maintained companies website utilizing Squarespace.
- Ensured functionality for both desktop and mobile site, including data capture points.

RE/MAX Edge | Jan 2021 - Nov 2022

### RECRUITING TEAM LEAD

- Managed and assisted to develop a team of 4 recruiters.
- Responsible for ad placement, marketing, and media of all job postings and utilized all candidate sourcing resources.
- Developed and led recruiting activities to deliver innovative solutions, including coordinating company events to attract top talent.
- Created and maintained recruiting databases, ROI and department reports.
- Developed company presence on LinkedIn to attract top talent and develop the referral source.

RE/MAX Edge | July 2021 - Aug 2022

### STRATEGY & OPERATIONS ASSISTANT

- Work closely with the CEO to implement policies.
- Managed executives' calendars, including coordinating meetings and travel arrangements.
- Acted as the point of contact among executives, employees, clients and other external partners.
- Ensured timely and effective completion of projects, initiatives, and other operations tasks as needed.
- Research and implement new technology platforms to improve the firm's operations.
- Build and develop the recruiting team to ensure maximum performance, providing purpose, direction, and motivation.
- Sourced, pre-screened, and interviewed new hires for administrative, marketing, and finance positions.

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### Address

203 Bay 23rd Street  
Brooklyn, New York 11214

## Experience

RE/MAX Edge | Jan 2021 - Aug 2021

### AGENT SERVICES COORDINATOR & SOCIAL MEDIA STRATEGIST

- Managed and oversaw daily operations of Staten Island office location.
- Managed all social media platforms and create engaging content.
- Performed routine maintenance to company website.
- Ensured that the content and messaging across channels are on brand and that the brand voice remains consistent.
- Coordinated and livestreamed all in-person and virtual company events and gatherings.
- Performed all duties to provide full customer satisfaction and retain customer.
- Used active listening skills to identify customer issues and provide solutions that best fits customers' needs.
- Conducted one on one marketing consultations with our real estate agents to increase brand awareness and lead generation.
- Conducted onboarding meeting with our agents, as well as trained and onboarded employees on our systems and policies.

New York Red Bulls | 2020

### EVENT MARKETING STAFF

- Set-up, executed, and broke down all off-site events and match day BULLevard activations.
- Serve as a liaison and field coordinator during any on field for match presentation initiatives during pre-match, half-time, or post-match.
- Maintain professionalism while proactively engaging consumers and participants during event activations.
- Clearly communicate any relevant marketing promotions and messaging to consumers and participants.

Madison Square Garden | 2020

### FREELANCE PRODUCTION ASSISTANT

- Maintained a constructive dialogue between the producer and coordinator.
- Created and maintained detailed logs of footage.
- Maintained an extremely high-level of confidentiality and privacy.
- Work closely with manager to assist with large scale events.

### SOCIAL MEDIA MARKETING

DiDomenico Property Maintenance | 2021 - Present

Cross Flow Yoga & Heidi Kristoffer | 2020

What Is Your March | 2019

Johnny Utah's | 2018 - 2019

Rielle Music | 2017 - 2020