





# Gabbie Bradford

DIGITAL MARKETING & PAID MEDIA EXPERT

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## PAST CLIENTS

Bliss Skin Care

Guthy Renker

TikTok

Naked Juice

Toyota

Disney

20th Century Fox

Turner / TBS

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## KEY SKILLS

Campaign Strategy

Performance Marketing

Media Planning & Buying

Consumer Journey Mapping

Measurement Plan Development

Creative Briefing & Production

Team Leadership & Mentoring

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## EDUCATION

**BACHELOR OF ARTS IN  
ADVERTISING &  
PUBLIC RELATIONS**

University of Central Florida

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## PROFESSIONAL PROFILE

LA-based data-driven marketer with an entrepreneurial drive, who has a proven track record of driving sales and business results through innovative digital & social-first strategies. Hands on experience developing and managing breakthrough digital marketing and paid media integrated campaigns within a variety of industries including: beauty, consumer packaged goods, tech, entertainment, automotive & more.

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## EXPERIENCE

### HEAD OF PAID MEDIA

Bliss / February 2019 – April 2020

- Managed a multimillion-dollar budget and oversaw all paid media tactical planning, strategy execution, measurement development and reporting for direct-to-consumer campaigns (brand ecommerce website and Amazon) and drive-to-store campaigns to retailers such as Target & Ulta.
- Grew direct-to-consumer business on Amazon (+800% YoY) by employing strategic targeting and leveraging Amazon's DSP offerings. Additionally, implemented a sophisticated e-commerce strategy leveraging a CRM database to maximize ROI, which resulted in 80% YoY increase in ROAS.
- Developed a robust paid media strategy and measurement plan that drove awareness for a new product launch driving consumers to shop in-store at mass retailers, resulting in a 11% in-store sales lift (2x the benchmark for CPG) and became a featured [Facebook Business case study](#).
- Tested the effectiveness of video ads as part of a Facebook beta opportunity, which resulted in video ads featured in 4+ more placements driving a 50% increase in purchase intent (results featured in a [Facebook Business case study](#)).
- Managed relationships with media agencies to ensure execution and optimization of plan, worked closely with media platforms (such as TikTok, Facebook, Google and Amazon) to secure participation in up-and-coming beta programs, and managed content publisher relationships (such as Condé Nast, Popsugar & WhoWhatWear) to create integrated custom brand content with targeted media support to achieve business goals.
- Educated C-suite leadership on paid media tactics & performance, as well as worked collaboratively with cross-functional teams to advise on marketing communication & creative brief development.

### ACCOUNT SUPERVISOR

ELA Advertising / November 2018 – February 2019

- Oversaw three national campaigns for one of the largest social media apps, TikTok, that involved creating hundreds of ads for social, display and out of home, in addition to facilitating content production from social influencers and celebrities such as Nick Jonas and Khloe Kardashian.
- Lead a team of account executives and creative resources that mapped consumer journeys and unearthed insights to translate into innovative integrated marketing campaigns and growth strategies for Fortune 500 clients that drove impactful business results.
- Project managed complex campaigns on tight deadlines, which included producing large-scale video shoots, negotiating and interfacing with talent, developing creative briefs, and asset delivery.

## REFERENCES

*click names below to send an email*

### KARILYN ANDERSON

VP @ Bliss

*"Gabbie is an expert at building multi-channel, full-funnel 360 media plans that are grounded in consumer insights and drive top-line results. She is endlessly passionate, a strong leader, and has a pulse on the industry that allows her to recognize and capitalize on emerging opportunities."*

### KATEY HOPPER

Manager @ Facebook

*"Gabbie is the definition of a data-driven marketer. She analyzes performance across every channel to help shape a media strategy and leans into A/B testing to determine winning techniques. From increasing brand awareness to driving in-store sales, there isn't a part of the marketing funnel she misses."*

### MATT SITOMER

VP @ VaynerMedia

*"Gabbie is extremely well organized, proactive, and dedicated, and she thrives when given a project she can truly own. She knows how to effectively run a team, and is also skilled at "managing up." I miss working with Gabbie!"*

### ROXY ANVARIPOUR

AE @ Group Nine Media

*"I had the pleasure of working with Gabbie to develop a custom content strategy for Bliss with POPSUGAR. Her calm demeanor, high integrity, work ethic and supportive leadership style inspires confidence throughout whatever team she is interacting with. As one of my favorite clients to-date, I'd recommend Gabbie to anyone!"*

## EXPERIENCE - CONTINUED -

### ACCOUNT SUPERVISOR

VaynerMedia / August 2014 – November 2018

- Conceptualized a two-time award-winning philanthropic for a billion-dollar brand, Naked Juice, that drove 123MM paid and organic social impressions by leveraging social influencers and celebrity spokespersons, such as Ellen DeGeneres and Kristen Bell, resulting in a proven lift in retail sales.
- Executed a 360-digital media campaign for a national Toyota sports car launch that drove users down the sales funnel, ultimately producing YouTube best-in-class results for brand awareness and favorability, as well as a 260% lift in Google search queries.
- Successfully drove awareness for a home release of a nationally distributed film, The Scorch Trials, by creating an interactive Instagram viral game that generated hundreds of submissions and produced a live-action interactive Snapchat activation starring well-known social influencer.
- Strategized a test and learn approach that led to a social media-first media campaign for a widely distributed alcoholic beverage company that drove increased sales, as well as produced best-in-class Facebook Brand Lift study results for driving purchase intent (featured as [Facebook Business case study](#)).

### SOCIAL MEDIA STRATEGIST

Purple Rock Scissors / January 2013 – July 2014

- Established the Social Media department, defined agency service offerings, and pitched new business that grew social media clients tenfold within a year.
- Awarded agency's "Most Valuable Player" in the second quarter of 2014.
- Planned and managed social media and digital campaigns that resulted in successful product launches and increased sales.

### SOCIAL MEDIA & DIGITAL MARKETING CONSULTANT

The Goss Agency / May 2012 – March 2013

- Developed social media strategies and launched organic social profiles for brands at the corporate and franchise level.
- Conducted marketplace research and competitive analysis to assess brand sentiment and industry landscape.

## PUBLISHED CASE STUDIES

### [FACEBOOK BUSINESS: DRIVING IN-STORE SALES FOR BLISS AT TARGET](#)

11-point incremental increase in in-store sales (2x higher than CPG benchmark)

### [FACEBOOK BUSINESS: INCREASING PURCHASE INTENT FOR BLISS WITH VIDEO](#)

50% increase in purchase intent for the campaign with more than 4+ placements

### [FACEBOOK BUSINESS: CREATING AWARENESS WITH REACH & FREQUENCY](#)

12-point increase in brand awareness for Ole Smoky (3.2x higher than CPG benchmark)

### [TIKTOK CELEBRITY PHILANTHROPIC CAMPAIGN](#)

Celebrities such as, Nick Jonas, Halsey, and Khloé Kardashian, helped raise \$2 million for non-profit organizations - driving over 300K new TikTok app installs in one week

### [AMAZON PRIME DAY STRATEGY: DRIVING SALES FOR BLISS](#)

July sales exceeded forecast by +35% with a MoM increase of +65%