

Gabriel Bickel

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1124 W Wayne St Apt. 4 Muncie, IN 47303

MARKETING AND DIGITAL MEDIA

Flexible creative seeking an opportunity to apply my scholastic, professional, and extracurricular experience in marketing and storytelling to drive brand awareness, image, sales, and loyalty. Boundlessly motivated to outdo myself in every project I take on, and excited to be a part of a likewise detail oriented team. Proficient in a plethora of widely used creative and analytical software.

KEY COMPETENCIES

Self-motivated	Proficient in Adobe Suite	Strong interpersonal skills
Experience in Google Trends, SPSS	Excellent communication skills	Proficient writer
	Critical thinking skills	Detail Oriented

PROFESSIONAL EXPERIENCE

Target Stores **Sep 2021 - Present**

Food and Beverage Expert

Handled day to day operations of the Food and Beverage department at Target which include: greeting and assisting guests with questions in a professional and polite manner, live replenishment of sales floor inventory, unloading and sorting inbound truckloads, sorting truck loads in extremely low temperatures, and performing closing duties to prepare the floor for the next day, all often entrusted to me alone.

Honda Manufacturing of Indiana **June 2021 - Aug 2021**

Wire and Tubing

Worked in a team to assemble some of the most reliable vehicles on the road. Exceptionally fast-paced and team oriented position in which a mistake could cost thousands. Was expected and required to put my all into every vehicle that I touched.

EDUCATION & CERTIFICATIONS

Bachelor of Marketing - in progress (May, 2025)

Marketing major with minor in Digital Media
Ball State University

Google Analytics Certification

Google Analytics Academy

HubSpot Inbound Sales Certification

HubSpot Academy

Social Media Marketing Certification

Hootsuite

EXTRACURRICULAR ACTIVITIES

Reality With a Twist Podcast

Co-host, co-write, produce, edit, and manage a 4-person educational comedy podcast aimed at 18-24 year old Hoosiers. Received an offer to be syndicated by the All Indiana Podcast Network owned by WISH-TV

WRFT Radio Host and Producer

Awarded 2nd place in the state of Indiana for best Radio Talk Show at the Indiana Association of School Broadcasters 2019