

Gabriel Bickel

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MARKETING AND DIGITAL MEDIA

Flexible creative seeking an opportunity to apply my professional, scholastic, and extracurricular experience in marketing and technology to drive brand awareness, image, sales, and loyalty. Meticulous and 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

Proficient in LibreOffice and Microsoft Office	Proficient in Adobe Suite	Computer Hardware tinkerer
Experience in Google Trends, SPSS	Excellent communication skills	Proficient writer
	Critical thinking skills	Detail Oriented

PROFESSIONAL EXPERIENCE

Paxton Media Group **May 2025 - Present**

Advertising Sales Representative - The Chronicle-Tribune & The Times of Frankfort

Independently exceed monthly revenue targets by maintaining current advertiser relationships as well as creating new relationships for two newspapers in two cities. I handle the entire advertiser relationship from generating leads to closing deals. One newspaper I manage advertising for, The Chronicle-Tribune, went from a five day-per-week to a two day-per-week schedule only months before I started. Revenue targets are based on previous YTD revenue, so I am often fighting an uphill battle.

Target Stores **Sep 2021 - April 2025**

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 low temperatures, and performing closing duties to prepare the floor for the next day, all often entrusted to me alone.

EDUCATION & CERTIFICATIONS

Bachelor of Marketing (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

Loosely Lucid 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

Hobby PC builder and tinkerer
Been actively building PCs for myself and friends since 2016, with a focus on making each dollar stretch. Friends and family come to me for general tech troubleshooting, advice, and opinions