

Gabrielle Witte

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EDUCATION

James Madison University (JMU); Harrisonburg, Virginia

Expected Graduation: May 2025

- Bachelor of Business Administration: Marketing

WORK EXPERIENCE

Lead Development Representative, *Ricoh USA, Inc.*, Richmond, Virginia (Remote) May 2024-August 2024

- Utilize Marketing Department-generated prospect lists. From the lists, research targets. organizations and potential decision-makers.
- Connect on LinkedIn and provide content for the prospect to review.
- Keep records of communication and progress to transfer leads to a specific account manager who will be responsible for ongoing relationships (and sales).
- Plan and hold virtual customer events as an additional means of sharing Ricoh information.

Finishing Specialist II, *Pocahontas State Park*, Chesterfield, Virginia

June 2020- January 2023

- Follow all company policies and procedures to deliver quality work.
- Listen and respond to customer requests and forward necessary information to superiors.
- Apply plotted vinyl to various substrates according to the media type and application method.

CAMPUS INVOLVEMENT

American Marketing Association, James Madison University

September 2022-May 2023

Social Committee, Member

- Assist in the organization of fundraisers, social events, and guest speaker lectures for all members to enjoy.

Women In Business, James Madison University

September 2022-May 2024

Member

- Support women pursuing a career in business through networking opportunities.
- Perform acts of service for women in need, such as: making care packages.

Phi Chi Theta, James Madison University

May 2023-Present

Member of Professional Co-Ed Business Fraternity

2024 Co-Public Relations Chair

2025 Co-VP of Membership

- Participate in various philanthropic and educational events.
- Manage social media accounts and online presence, curating content to engage with members, alumni, and the broader community.

SKILLS & CERTIFICATIONS

Basic Accounting Principles | Social Media Marketing | Canva | HubSpot Academy Digital Marketing Certification | Google Analytics 4 Certification | Wix Expert Certification | HubSpot Content Marketing Certification | HubSpot SEO Certification | Semrush Marketing Analytics | Semrush Content Marketing | Semrush SEO |