**GABRIELLA SCERBO**

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**EDUCATION**

**Pace University, Dyson College of Arts & Sciences** **New York, NY**

**Bachelor of Arts (BA) in Communications studies, Dean’s List** December 2021

**Minor:** Arts & Entertainment Management, GPA 3.60

**RELEVANT COURSEWORK**

Introduction to Communications | Media, Culture & Society, Introduction to Computing, Normative Ethics

**ACADEMIC PROJECTS**

**Pace University New York, NY**

**Introduction to Communications** September 2018 – December 2019

* Analyzed various communication theories to determine how meaning is created theoretically and socially
* Reviewed and discussed the history of communication theories, social creation and conceptualization
* Examined basic communication contexts including: interpersonal, public, organization and group

**Media, Culture & Society Course** September 2018 – December 2018

* Identified commonalities between media and society in relation to cultural globalization and the market
* Analyzed various media theories, philosophical debates, media representation and relation to society
* Examined a Communications related academic journal and identified its relevance to our world today

**RELEVANT EXPERIENCE**

**CLICK Model Management New York, NY**

 **men’s division Intern** November 2019– March 2020

* Greets people coming both in and out of the office in a courteous and professional manner to establish positive first impression
* Collaborates with the managers of the male division, as well as assist with digital prints of each model
* Works closely with the management team in making decisions for the future of fashion and the company

**360 Magazine New York, NY**

**Digital Media Intern** June 2020 -August 2020

* Manages, writes and formats daily press releases utilizing Wordpress
* Engages with press teams daily regarding articles related to culture, lifestyle and fashion
* Covers digital events via social media platforms

**POSH Group New York, NY**

**PUBLIC RELATIONS INTERN** November 2020**-** January 2020

* Emails large press companies and advertising for a start-up tech company
* Works closely with the marketing team

**IdeaMix NYC New York, NY**

**DIGITAL MEDIA INTERN** January 2021- Present

* Publishes and edit MixShop interviews by influencers, entrepreneurs and business professionals
* Recruits entrepreneurs for weekly Spotify podcast platform
* Contribute and collaborate on content creation through various social media platforms
* Attends weekly meetings

**AFFILIATIONS**

* Urban Sound NYC, Dancer, New York, NY September 2018-Present
* Screen Actors Guild [SAG-AFTRA], New York, NY December 2013-Present
* Actor’s Equity Association [AEA], New York, NY December 2013-Present
* Broadway Dance Center [BDC}, New York, NY December 2016-Present

**SKILLS**

**Technical**: Proficient in Microsoft Word, Excel, PowerPoint, Google Docs, Word Press

**Languages**: Intermediate Spanish

**INTERESTS**

Reading, Writing, Musical Theater, Traveling, Public Speaking, Yoga, Running