

# Gabrielle LaRochele

## Communications & Content Operations Manager

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Communications and content operations manager with 8+ years running editorial systems, cross-functional workflows, and multi-channel campaigns for mission-driven organizations. Owns the full content lifecycle — from calendar architecture and stakeholder coordination to community engagement and performance analysis. Brings equity-centered storytelling, brand governance experience, and a track record of operating independently across distributed teams in advocacy, health, education, and media contexts.

### CORE COMPETENCIES

Editorial calendar ownership · Cross-functional project coordination · Community engagement strategy · Campaign planning & execution · Performance tracking & reporting · Brand voice governance · Content workflow development · Stakeholder & partner management · Equity-centered communications · Rapid-response messaging · Distributed team collaboration

### EXPERIENCE

#### AI Training Language Specialist · *Mercor*

Jan 2026 – Present

- Manage quality review workflows for AI training content at scale — evaluating outputs, enforcing consistency standards, and documenting style frameworks across distributed content pipelines.
- Build reusable copy templates and style guidelines that reduce revision cycles and improve alignment across varied content types and teams.

#### Social Media Marketing Specialist · *Calluna Flower Truck*

Jan 2026 – Present

- Own end-to-end content operations: calendar planning, creative direction, asset production, and campaign execution across social channels.
- Coordinate approvals and timelines to maintain brand consistency and drive measurable local audience engagement.

#### Social Media Manager & Copy Editor · *Freelance*

Aug 2019 – Present

- Manage social media strategy and community engagement across Instagram, Facebook, and Twitter for brand clients, growing and educating a dedicated audience of 1,400+ followers.
- Serve as a direct liaison between brands and their communities — monitoring sentiment, initiating dialogue, enforcing community standards, and translating audience feedback into actionable recommendations.
- Build and maintain brand relationships with representatives and consumers to strengthen reputation and drive consistent engagement.

#### Visual Communications Consultant · *Freelance*

Jan 2018 – Present

- Manage concurrent communications engagements for mission-driven clients including Johns Hopkins University, iOne Digital Media, The New School, Agbobby, and HealHaus — owning scope, timelines, and deliverables independently and remotely.
- Design and implement branded content systems — editorial calendars, newsletters, email banners, social graphics, and presentation decks — that drive consistency across channels and reduce production overhead.
- Deliver weekly progress reports and conduct in-depth research to develop visual information products aligned to each organization's strategic goals.

#### Reporter, Writer & Editor · *Freelance*

Aug 2016 – Present

- Conduct comprehensive research and interviews to produce journalism and essays for platforms including BitchMedia, Medium, and Vice, with pitches developed for outlets including The New York Times, Elle, and Teen Vogue.
- Develop compelling story concepts across fashion, lifestyle, travel, and culture, managing the full editorial process from pitch through publication independently.

#### Social Media Associate · *The Climate Reality Project*

Oct 2024 – Oct 2025

- Executed social media strategy across organic, paid, and private channels — managing the editorial calendar, creating content, and coordinating publishing workflows aligned to campaign priorities and news cycles.

- Conceptualized, shot, and edited 100+ videos for Instagram, TikTok, and YouTube, including direct-to-camera formats and rapid-turn event coverage.
- Researched emerging social media trends and benchmarks, translating findings into strategic recommendations that informed team planning and platform approach.
- Identified and engaged influencers, partners, and advocates to expand brand reach, affinity, and authority across platforms.
- Tracked and analyzed campaign performance metrics, synthesizing insights into regular reports that supported leadership decision-making.
- Managed community monitoring for engagement and brand safety — initiating dialogue, responding to opportunities, and enforcing community standards.
- Supported operations during trainings and events including toolkit creation, content capture, interviews, and rapid editing.

**Administrative Assistant** · *MedStar Health*

Apr 2024 – Oct 2024

- Coordinated patient-facing communications workflows across clinical and administrative teams, supporting operational alignment in a privacy-sensitive, high-accuracy environment.
- Maintained strict adherence to healthcare compliance and data confidentiality standards across internal and external communication pipelines.

**Writer & Social Media Assistant** · *Music & Fashion Blog*

Aug 2022 – May 2023

- Crafted editorial content and developed multimedia assets to build audience engagement around promoted musicians and their work.
- Analyzed industry trends and platform analytics to inform content strategy and ensure brand consistency across channels.

**Feature Writer** · *Nicki Swift*

Aug 2021 – Feb 2023

- Researched, pitched, and published 50+ long-form features (1,800–3,000 words) under fast-turn deadlines, maintaining editorial standards and CMS workflow compliance throughout.

**Editorial Assistant** · *Interactive One*

Sep 2021 – Nov 2022

- Supported editorial operations across multiple major digital brands, compiling and distributing weekly analytics reports that informed content strategy and decision-making.
- Facilitated writing, editing, and publishing workflows across platforms; authored a HelloBeautiful cover story that drove 1M+ clicks and 5M engagement actions.
- Coordinated logistics for editorial events including travel arrangements, meeting preparation, and expense reporting.

**Media Ambassador** · *Young Women's Advisory Council* · *Girls For Gender Equity* Aug 2018 – May 2019

- Engaged in government relations and community partnership work as a YWAC ambassador, facilitating media interactions and coordinating service initiatives for underserved communities.
- Developed the annual program presentation highlighting YWAC achievements and drafted outreach communications for government officials and community members.
- Researched, fact-checked, promoted, and copy-edited content across organizational platforms and programs.

**Administrative Assistant** · *CentroNía*

May 2016 – Jan 2017

- Managed administrative workflows including confidential document processing, data entry, and internal communications support at a bilingual early childhood education nonprofit.
- Developed reports and presentations communicating organizational accomplishments to community stakeholders, and served as a primary point of contact for community members.

**TOOLS & SYSTEMS**

**Content & Publishing:** WordPress, Mailchimp, Canva, Adobe Creative Suite (InDesign, Illustrator), short-form video editing, basic HTML

**Productivity & Collaboration:** Google Workspace, Microsoft Office, PowerPoint, Figma — experienced working asynchronously across distributed remote teams

**Analytics & Strategy:** Social media performance tracking, editorial analytics, campaign reporting across Instagram, TikTok, YouTube, and email; SEO content principles

**Languages:** English (fluent), French (intermediate), Haitian Creole (intermediate), Bahasa Indonesia (intermediate), Spanish (intermediate), Portuguese (beginner)

**EDUCATION**

**M.A. History and Civilization** · *Université de Paris CITE*

**B.A. Journalism + Design & Global Studies** · *The New School, Eugene Lang College*