

# GABRIELLE LAROCHELLE

## JOURNALIST

### CONTACT

- 301-250-6853
- glarochelle16@gmail.com
- <https://www.linkedin.com/in/gabriele-l-91198610a/>
- 111 Limpkin Ave, Clarksburg, MD 20871

### SKILLS

Hard skillset includes (but isn't limited to):

Writing  
Storytelling  
Editing  
Excel  
Content Management  
Scheduling  
Interviewing (abroad and locally)  
Reporting  
Broadcast Journalism  
AP Style  
Newsroom video production  
Digital Media  
Research  
Networking  
Microsoft Excel  
Coding - CSS and Java Script  
Google applications  
MS Office applications  
Web Content  
Social Media networks  
Adobe Creative Cloud applications  
Copywriting  
Graphic Design  
WordPress  
Editorial

Soft skillset includes (but isn't limited to):

Customer service  
Time Management  
Organizational skills  
Administration skills  
Crisis Management  
Patience  
Teamwork  
Problem solving abilities  
Calm, informed decision making  
Leadership  
Attention to detail  
Empathy  
Dependability  
Effective communication skills  
Willingness to learn  
Open-mindedness  
Adaptability

### EDUCATION

#### The New School: Eugene Lang

##### Bachelors of Arts

2017-2020

Majors: Journalism + Design & Global Studies

Minor: Race & Ethnicity

#### Université de Paris CITE

##### Masters of Arts

2022-2024

Major: History and Civilization of Western Countries

### LANGUAGES

|                   |       |
|-------------------|-------|
| English           | ◆◆◆◆◆ |
| French            | ◆◆◆◆◆ |
| Bahasa Indonesian | ◆◆◆◆◆ |
| Spanish           | ◆◆◆◆◆ |
| Portuguese        | ◆◆◆◆◆ |
| Haitian Creole    | ◆◆◆◆◆ |

### PROFILE

An enthusiastic journalist with 6+ years of experience seeking a full or part-time opportunity where technical knowledge and skills for continuous improvement and contribution to the journalism field can be applied.

Notable successes include: reporting international and local stories, interviewing multiple celebrities and artists, research + copy-editing, freelancing for celebrity, entertainment, and travel media companies, and video production in newsroom environments.

### WORK EXPERIENCE

#### Freelance Journalist, Writer, and Editor

2016-Current

Freelancing multiple news sites; Music and Fashion blog, Nicki Swift, etc.

- Pitching meticulously thought-out ideas on trends, fashion, lifestyle, travel, beauty, culture, travel, music, and news stories for Music and Fashion blog, Nicki Swift, BitchMedia, New York Times, Elle, Medium, Teen Vogue, DiscountdealsUSA, Vice, and school-related projects.
- Engaging in background research techniques and conducting in-depth interviews.
- Proofreading, editing, and writing articles for news publications.
- Traveled to three countries for in-depth research, published essays, and investigation for multimedia journalism.

#### Content Creator

2019-Current

Mejuri, Studs, MedTerra, Parade, Black Boy Knits, and Thinx

- Experimenting with numerous marketing techniques that appealed to consumers on multiple social media platforms such as Twitter, Facebook, and Instagram.
- Increasing brand awareness by educating and providing 1.4k followers with insightful information about the brand's products.
- Collaborating and establishing positive working relationships with 10 other brand representatives and numerous consumers.
- Working directly as a liaison for both brand and consumer, provide insightful feedback for questions or complaints the consumer may have and relegate it back to the brand to ensure full transparency.
- Participating in three brand events to help grow personal knowledge for the expansion of the consumer base.
- Developed and executed multiple creative campaigns, produced creative assets, and developed ideas for my personal and professional brands.

#### Editorial Assistant

2021-2022

iOne Digital Media

- Supported content department staff, operations, and special projects by creating content across all iOne-Digital sites including writing the May 2022 Mother's Day Cover Story for HelloBeautiful.
- Provided analytics weekly for News One, Cassius, Hello Beautiful, MadameNoire, Global Grind, and Bossip.
- Assisted with logistics for editorial-based events in metropolitan cities.
- Assisted with writing, editing, copy editing, copywriting for social brands, and posting digital content.
- Assisted with the video production team as needed.
- Worked directly with the Senior Vice President of the iOne digital specter, the Editorial Operations Manager, and other upper management support as needed.
- Assisted in the organization of travel arrangements, conferences, and meetings.