

# GABRIELLE YBARRA

## *Event Director & Social Media Manager*

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### Work Experience

#### Event Director & Social Media Manager

##### **Ozark Beer Company — Feb. 2022 - Feb. 2025**

As an Event Director and Social Media Manager, I managed events from inception to completion, including planning, budgeting, and coordinating with partners, while ensuring seamless execution and follow-up. In addition, I spearheaded product and event marketing on social media by creating and posting engaging content across platforms, including regular posts, stories, and event-specific updates to drive engagement and promote brand awareness.

- Identified younger customer gaps in the taproom and developed events, such as flash tattoos, speed dating, record nights, used gear swaps, and a silent disco generating an overall increase of 15% in younger customers in the taproom.
- Challenged to increase taproom sales for events in January and developed Brewed & Tattooed which generated a 75% increase in event sales from January 2022 to January 2023.
- Saw a hole in the market for a large-scale Oktoberfest event and created an annual Ozark Oktoberfest for 3 years with the 2024 event generating \$16,000 in taproom sales with an increase of 54% in sales from the first Oktoberfest in 2022 to 2024.
- Managed logistics for 31 events annually, hosting 25 to 1,000+ attendees, depending on event size.
- Developed and maintained partnerships with over 30 nonprofits for events to drive community investment.
- Built newsletters to share with the brand audience.
- Wrote engaging press release kits to share with local news stations, community partners, and social media platforms.
- Created graphics for event marketing across social media platforms.
- Took quality photos of products, people, and events to use on social media to showcase a cohesive brand.
- Wrote content for engaging posts, stories, and event updates up to 10 times a week.
- Worked and became proficient in Canva Design daily to gain and improve skills in marketing and graphic design.
- Proficient in MS Office.

#### Lead Server & Corporate Trainer

##### **First Watch — 2017 - 2022**

- Led and managed a team of 6-8 servers, hosts, and bussers, ensuring smooth operations during shifts, and fostering a collaborative and efficient work environment.
- Oversaw restaurant cleanliness, opening, and closing procedures, maintaining high standards of hygiene, organization, and customer readiness.
- Cultivated strong customer relationships, providing exceptional service that encouraged repeat visits.
- Served as a Corporate Trainer, traveling across Arkansas and Missouri to support the opening of 5 new franchise locations.
- Trained and mentored front-of-house staff in customer service, table management, restaurant cleanliness, and maintaining a welcoming atmosphere.

#### Assistant Soccer Coach

##### **Republic High School — 2018 - 2021**

- Led engaging and skill-building practices for the men and women JV soccer team, creating drills that enhanced individual player development and team performance.
- Fostered a positive and motivating environment for a group of 20+ athletes, focusing on teamwork, discipline, and sportsmanship.
- Assisted the Varsity head coach during games, providing insights on player performance and team strategy to identify areas of improvement.
- Worked collaboratively with the head coach to create cohesive practice plans that aligned with team goals and individual player development.
- Mentored players to improve technical skills, positioning, and game awareness, contributing to overall team growth and success.

### Education

**Bachelor of Arts in English - University of Arkansas at Pine Bluff - GPA 3.6**

**Associates of Arts - Butler Community College - GPA 3.5**

#### Honors & Accomplishments

Chancellor's List 2014, 2017

Dean's List 2015 - 2016

National College Athlete Honor Society

Alpha Chi National College Honor Society

Alpha Kappa Mu Honor Society

Chi Alpha Sigma Honor Society

Honor's College