

Gabrielle Seguin

Phone: 225-916-8858 Email: gabrielle.seguin5@gmail.com

Employment Experience:

Highland Wealth Northwestern Mutual **Baton Rouge** **December 2020-current**

Public Relations Associate

- Fully support and execute the company's PR strategies
- Communicate and build relationships with current and prospect clients
- Assist in administrative duties
- Create and curate weekly content

Albasha Greek & Lebanese **Baton Rouge** **January 2018-current**

Assistant Manager

- Support patrons with food and beverage selections
- Coordinate billing and operate cash registers
- Manage 15 employees weekly
- Create schedules and assist in schedule changes
- Assist manager and owner in recruitment

Brandel Construction Company **Baton Rouge** **May 2017-December 2017**

Secretary/Payroll advisor

- Answered calls
- Maintained files and scheduled appointments
- Created and distributed weekly paychecks
- Filed monthly tax documents
- Created and fulfilled invoices for 20+ customers

Skills:

Proficient in Microsoft applications: Word, Excel, and Powerpoint

Proficient in Adobe Photoshop and Lightroom

Working knowledge of Word Press

Proficient in social media platforms: Facebook, Instagram, Twitter, Youtube, and Weebly

Proficient in QuickBooks P.O.S.

Awards/Volunteer Positions:

National Honors Society Secretary and President's List throughout high school and Tuition Opportunity Program for Students Award Recipient,

Education:

High School: Christian Life Academy, Baton Rouge, Louisiana *May 2017*

College: Louisiana State University (LSU) *Graduating May 2021*

- BA in Public Relations and minor in Business--in Progress

Dear Dr. Haydel and interview panelist,

My name is Gabrielle Seguin, but you can call me Gabby. I am applying for the account executive position for our campaign project. I am a student at Louisiana State University and will graduate in May 2021 with an undergraduate degree in Mass Communication with a concentration in Public Relations (PR) and a minor in Business Administration. To make my way through college and help support my family, I juggle three jobs which consist of babysitting, waitressing, and interning as a PR Associate.

Through the years of school and having to work several jobs, I acquired the qualities of organization, patience, and dependability. I utilize my planner and computer calendar to strengthen my natural organization abilities. Many people would suggest that working as many hours as I do would decrease my concentration on schoolwork, however, it does the opposite. Having so many obligations forces me to plan ahead and stick to my strict schedule. When I have a task at hand, I devote my entire attention to it. I also budget my time to allow for unexpected assignments and obligations. Due to my time management abilities and my experience with a demanding agenda, I am able to efficiently and excellently complete assignments.

I discovered my passion for PR during Dr. Haydel's "PR writing" course. I learned what I excelled in and where I needed to improve. I believe I would thrive at the opportunity to serve as my agency's account executive. I have tremendous love and skill for writing. I am efficient in completing newsletters, advisories, speeches, presentations, and more. I am very enthusiastic about such tasks. I am encouraging to myself and others, so I plan to bring positive energy into every meeting with my agency. If I were to be given this position, I believe it would be beneficial to both myself and my agency.

Sincerely,
Gabrielle Seguin
225-916-8858
gabrielle.seguin5@gmail.com

- Share an example of how you dealt with a difficult coworker. Be sure to share the final outcome.

I have worked at Albasha Greek & Lebanese restaurant for almost 4 years now. During that time, I have worked my way up from waitressing to assistant manager. When I was first delegated the position of assistant manager, I had to figure out a way to be viewed as an authority as well as a friend to my coworkers. My main job was completing the weekly schedule. There were multiple times when shifts had to be taken away from people who could not adequately do their job and it was up to me to deliver that news to them.

One time, my boss pulled me into a meeting to discuss the job position of one of my close friends. Although she was a good friend outside of work, she was not a good coworker; did not work well with others. He instructed me to have a talk with her and let her know that multiple of her shifts would be taken away until she proved she was ready for them again. When I sat her down for this talk, she was genuinely upset with me as a friend instead of me as her coworker. I discussed how there is an opportunity to gain those shifts back if she dedicated her time to being a more efficient and helpful worker. After a couple of weeks of her being disrespectful, I took her to the side and stated how this was not a professional way to handle constructive criticism and that I only wanted the best for her.

It took several weeks before she came to me to apologize and explained that she understood why it was necessary, and that she was ready for those shifts back. She was a difficult coworker since she did not respect the duties of my job nor hers and used our friend-dynamic as leverage in a work place scenario. This taught me how to deal with work relationships; not blurring the line between work and friendships.

- How do you handle/incorporate constructive criticism? Please be specific in your response.

Although some people may be sensitive to constructive criticism, I thoroughly enjoy it. I am a perfectionist so when there is any area where I can improve, I encourage others to tell me about it. It gives other's the opportunity to input their perspectives into a situation where you thought you were excelling in and then gives you the opportunity to do even better.

Recently, I have accepted a Public Relations Associate job with Highland Wealth Northwestern Mutual. During my short time there, I have received and been asked to give constructive criticism on multiple occasions. When starting a new job, it is everyone's hope to impress and show their best self, but mistakes come along with that. During my first week, I was asked to draft a social media campaign plan. When presenting my plan to the director, I was able to learn the tone of voice and patterns that the company wanted to follow with these posts through the constructive criticism he gave me. Also, I was allowed to share what I believed they should be doing differently in order to excel in the social media atmosphere.

It is crucial to learn how to handle and incorporate constructive criticism. Through this experience, I was able to learn that timing is important when incorporating this tool. I believe it is necessary to let someone fully explain their processes and plans before making corrections since this will allow them to feel heard and respected. If I was not able to go through my entire social media campaign before

corrections were thrown my way, then I would have felt overwhelmed and that I had failed. Therefore, I believe timing is the most important part in handling and incorporating constructive criticism since it eludes respect to those you are working with.

- What's your philosophy with managing group dynamics?

Group dynamics can be a difficult conversation for many people, but is a necessary lesson for the professional world. Most importantly, I believe having a positive mindset when entering group situations sets the standard for the entire project and time spent working together. Therefore, my philosophies with managing group dynamics is balance and honesty.

It is important to have balance in a group setting so that no member feels like they have the weight of the entire project on their back. I, personally, have an issue with wanting to do everything myself since I know it will be done right. By discussing everyone's strengths and weaknesses and then delegating tasks accordingly, groups are able to distribute the stress of the project equally. This goes hand-and-hand with having a group leader that is able to coordinate properly with each member of a group without assuming control of the entire situation.

The other philosophy that is important is honesty. There have been several times in group projects where I felt asking questions made me look weak and that I did not know what I was doing. Therefore, being transparent and honest can help avoid those feelings. If a group member needs more clarification or simply feels like they would not be the best at a certain task, they should feel respected enough to voice those concerns and receive constructive feedback. When balance, honesty, and a positive environment are coordinated into group dynamics, it allows the members to work more coherently and efficiently with one another.