

# Gabriella H Axelson

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## Summary:

- Seeking next step in my career, where I can apply all that I have already learned and continue developing new skills.
- Graduated Cardiff University with MA in International Public Relations and Global Communications Management, where I developed a deep knowledge in developing diverse strategies that clearly communicate the intended message with results that exceeded expectations. Masters dissertation of over 15,000 words focused on the value of transparency and how it helps brands without disrupting the business structure
- Track record of success using a variety of research methods, delivering effective results, and communicating findings for brand reputation management and PR campaigns.
- Paralegal certification fine-tuned my research and writing skills in a legal setting. Recently completed a specialized certificate in business law, focusing on bankruptcy, employment laws, and copyright laws

## Work Experience:

### KEYBANK

Teller

DEC 2020 - JULY 2021

Handle cash anywhere between \$30,000 - \$120,000 in a day, including making deposits and withdrawal. Answer questions and direct clients to the right Key Bank employees to help them. Help cover other branches when needed. On average, I receive at least one client compliment a week. I have been trained to:

- Find fraudulent checks; recognize money laundering; catch fake money
- Open and Closing procedures to ensure the bank is secure and information locked
- Handling unemployment procedures
- Working with trust/estate accounts and general account maintenance
- Was being trained as a personal bankers before I left

### IPR&GCM CAMPAIGN PROJECT

Project Manager

FEB 2019 - JUNE 2019

IPR&GCM is a project for master's program, tasked to create and execute a 3 week PR campaign for a local business while managing communication between team and client. Client was a local artist whose aim was to broaden reach and followers on Social Media. Developed and facilitated the campaign which included:

- Designed a competition ("Photographing Wales"), tagging client's art using Google maps making it easier for followers to track her work
- Managed social media, developing new shareable content, and increased overall visibility and audience engagement by 15%.
- Worked with diverse group of classmates and learned how to work around language and cultural barriers.

### PINT OF SCIENCE

Communications Director (volunteer)

DEC 2018 - MAY 2019

Pint of Science is a festival that brings current and ongoing research to the public, where anyone can join no matter their education. Created PR campaign which included:

- Designing posters and fliers to be effectively distributed around Cardiff in high traffic areas. This increased event awareness and increased attendance.
- Developed a communication strategy to raise awareness and sell tickets for the event which resulted in selling out 10 of 16 events over the course of 3 days.
- Cold called & implemented an email drip campaign to potential partners

### W BELLEVUE (MARRIOTT INT.)

Welcome Agent

MAY 2018 - AUG 2018

Daily tasks included checking guests in and out; finding any errors in reservations; provide customer service at a luxury level, maintained brand image. Worked with high profile guests where anonymity was very important.

## Education:

- **MA International Public Relations and Global Communications Management**  
*Cardiff University, School of Journalism, Media and Culture (Russell Group University)*  
Graduated Merit  
2018 - 2019
- **BA Media and Communications**  
*University of Washington*  
Graduated cum laude  
2015 - 2017
- **Paralegal Certificate**  
*George Mason University*  
April 2020 - August 2020
- **Adv. Paralegal Cert. (Business)**  
*Southside Virginia CC*  
Jan. 2021 - March 2021

## Strengths:

- Detail-oriented
- AP Stylebook
- Conflict resolution and crisis communication
- Legal research (WestLaw) and writing
- Adobe softwares and video production and editing
- Knowledge in SEO
- Knowledge in data analytics software (such as SPSS)
- Team player as both a project lead and individual contributor
- Multi-tasker and strong organizational skills
- Works well in high-pressure environments with tight deadlines
- English and Swedish speaking & writing skills, conversational French

## Awards / Recognition:

- Teller of the Month Key Bank (JAN 2021) (three tellers are voted for top teller from all 147 branches in the state of Washington each month)
- Annual Deans List 2016 - 2017 (UWB)
- 1st Dan (black belt) in Tae Kwon Do