

# Gabby Saunders

---

SLC, US, 84101 | 801-638-6010 | [gabbystuart97@gmail.com](mailto:gabbystuart97@gmail.com) | <https://www.linkedin.com/in/gabby-saunders-623392159/>

## Professional Summary

---

Accomplished professional with 11+ years of experience in formulating strategic communications plans, managing public relations, producing digital and social media content, and preparing targeted presentations to communicate key messaging and maximize public exposure. Track record of conceptualizing, implementing, and overseeing innovative marketing initiatives, advertising strategies, and promotional campaigns to drive positive results and outcomes. Expert in enhancing brand awareness and reputation along with building and expanding market presence to drive sales growth and revenue generation.

## Work Experience

---

### **In The Field, LLC DBA Black Peak | Remote Communications Director | April 2021 – Present**

- Drive positive results by leading brand positioning and audience engagement for various campaigns with a budget of up to \$2,500,000
- Administer multimillion-dollar budgets by exercising strict cost controls, optimizing resource allocation, and maximizing ROI
- Develop and implement strategic communication plans, including digital marketing initiatives to enhance brand awareness
- Manage public relations while securing media coverage and strengthening stakeholder relationships to gain trust and confidence
- Collaborate with several teams of up to 10 of marketers to deliver high-impact campaign materials along facilitating coordination between marketing, content, and account management divisions
- Oversee resource allocation across multiple campaign channels while maintaining precise budget control and stakeholder accountability to drive financial transparency
- Spearhead comprehensive brand communication strategies while guiding large teams of 200 to 500 canvassers to achieve exceptional campaign outcomes and stakeholder value
- Ensure ballot qualifications for 27 candidates in the 2024 primary by enabling teams to obtain over 140K signatures in just 90 days. Directed campaigns in 8 states remotely during the 2024 general election

### **GS Strategies | Salt Lake City, UT Campaign Director (Independent Consultant) | April 2016 – Present**

- Support advocacy efforts and enhanced audience engagement by orchestrating strategic marketing plans, resulting in attainment of set objectives
- Maintain branding consistency in digital/print materials, thereby ensuring credibility and public trust
- Produce and circulate compelling marketing materials, including blogs and social media assets thereby generating interest and expanding the audience by more 2,000 within just six weeks
- Partner with sales and product teams to drive message cohesion in accordance with established goals
- Manage over 70 political campaigns along with analyzing campaign performance to identify areas of improvement and offer data-backed suggestions and insights for enhancements

### **American College of Obstetricians and Gynecologists | Salt Lake City, UT Lobbyist | October 2021 – May 2024**

- Prepared engaging content for various platforms, including social media and emails to maximize viewership and readership
- Directed cross-functional policy teams in evaluating healthcare trends as well as mobilized and mentored a robust team of 30 of campaign volunteers to maximize productivity

- Led legislative advocacy initiatives and established strategic partnerships with key policymakers to advance healthcare policy objectives
- Reviewed and analyzed complex healthcare regulations to provide comprehensive policy position papers and influence legislative decision-making in public interest
- Secured substantial policy wins through targeted stakeholder engagement and coalition-building with over 15 of healthcare organizations, resulting in successful passage of medical practice regulations
- Administered multi-channel advocacy campaigns by sharing and integrating data-driven insights to encourage healthcare policy discussions and drive positive legislative outcomes
- Fostered strong relationships with legislators and medical organizations to promote and facilitate productive dialogue on women's health initiatives

#### **Pure Healthcare | Salt Lake City, UT** **Marketer | June 2022 – May 2023**

- Devised and executed comprehensive marketing plans to enhance brand visibility and reputation
- Overhauled three websites by overseeing SEO and improving user experience, translating to enhanced online traffic and conversions
- Achieved national media exposure in esteemed publications, such as Wall Street Journal, thereby solidifying the company's industry leadership
- Managed digital marketing initiatives, including content generation, social media oversight, and email marketing campaigns to facilitate attainment of marketing goals
- Spearheaded production of impactful patient testimonial videos while handling comprehensive website redesign projects with a team of 2 no. of members to drive user friendliness and overall engagement

#### **Wildlands Network | Salt Lake City, UT** **Communications Specialist / Policy Fellow | February 2019 – May 2021**

- Conducted and facilitated federal legislative briefing with 200 stakeholders to maximize conservation policy awareness
- Collaborated with multiple organizations to engage an online audience of over 2M individuals, thereby securing 10 new co-sponsors for priority legislation
- Formulated and executed effective communication strategies focused on enhancing media and stakeholder engagement to achieve intended outcomes
- Managed digital content creation in alignment with set goals, leading to increased public interaction
- Established a funded stakeholders' coalition by authoring and passing legislation in the Utah State House

### **Additional Experience**

Proposition 2 | Public Relations & Event Manager, Election Hive | Account Manager, SOLV | Lobbyist, Utah House of Representatives | Legislative Intern

### **Skills**

Communication & Public Relations Strategy, Marketing & Advertising Management, Brand Development & Management, Digital & Social Media Marketing, Event Planning & Coordination, Market Research & Analysis, Budget Administration, Campaign Management, Stakeholder Engagement & Collaboration, Youth Development, Crisis Communications and Reputation Management, Web Development and Maintenance

### **Technologies**

SEO, Canva, Adobe Creative Suite, Google Ads, Facebook Ads, CRM, Microsoft Suite

### **Education**

**MBA in Marketing** | Maryville University | 2021

**B.S. in Political Science, Certificate of Conflict Resolution** | University of Utah | 2018