

G A B E G L A S S M A N N

• creative brand manager •

EDUCATION

The Creative Brand Management track blends core M.B.A. principles with a strong emphasis on branding, strategy, and creativity. I lead cross-functional teams, collaborating with creatives and designers to develop insights-driven strategies that not only solve business challenges but also deliver compelling consumer experiences.

2024 - 2026 • Brandcenter at VCU
Master of Science (M.S.) Business/Branding
Concentration: Creative Brand Management
GPA: 4.0

2018 - 2022 • Mary Baldwin University
Bachelor of Science (B.S.) Biology
Bachelor of Arts (B.A.) Anthropology

EXPERIENCE

2023 - Brand Strategist

Now Freelance

- Developed brand strategies for clients in real estate, agriculture, and more.
- Created and executed digital branding solutions for websites and social media.
- Conducted market research to refine brand positioning and messaging.

2023 - Brand Engagement Manager

2024 Mary Baldwin University

- Developed strategies to increase brand awareness and engagement across key groups.
- Crafted messaging to showcase academic programs, faculty, and student success.
- Led initiatives to attract prospective students and boost alumni involvement.

2022 - Social Media Manager

2023 Mary Baldwin University

- Grew engagement and follower count significantly across all social media platforms.
- Created and planned engaging content for MBU's social media channels.
- Stayed on top of trends to craft relevant, platform-specific content.

SKILLS

Brand Strategy & Positioning

Designing & Presenting Client Pitches

Focus Group Facilitation

Project Management

ASK ME ABOUT

How an "okay" loaf of sourdough turned into a passion project.

My three seasons as a snowboard instructor.

My dog, Rooster, and the walks we go on.