

CURRENT ADDRESS:
700 West College Ave. Apt. 101
State College, PA 16801

GABBI BOCK

434.996.9889 | gmb5553@psu.edu
Website: gabbibock.weebly.com

PERMANENT ADDRESS:
1425 Cedar Grove Rd.
Winchester, VA 22603

EDUCATION

The Pennsylvania State University
Bellisario College of Communications | Advertising Major
College of Health and Human Development | RPTM Minor

University Park, PA
Class of 2023
GPA: 3.56/4.00

LEADERSHIP EXPERIENCE

Penn State Outdoor Adventures
Trip Leader

University Park, PA
March 2019 – Present

- Orchestrate and guide Penn State students on multiday trips including mountain biking, mountaineering, rock climbing, backpacking, whitewater rafting, and kayaking

- Oversee medical response through providing first aid and developing emergency action plans

Facilitator

March 2019 – Present

- Lead student and corporate groups through team building activities at Penn State

Head of Marketing

April 2020 – Present

- Design, create, and manage Outdoor Adventure's advertising through multiple social media platforms

EMPLOYMENT EXPERIENCE

The Bicycle Shop
Salesperson

University Park, PA
June 2021 – September 2021

- Communicated with potential customers, sold, and processed purchases and assisted mechanics on repairs

Happy Valley Adventure Bureau
Advertising Intern

University Park, PA
May 2021 – August 2021

- Photographed local outdoor areas, edited photographs on Photoshop, and wrote creative content for the company's blog and website

State College Area School District
Paraprofessional

University Park, PA
August 2020 – January 2021

- Provided daily care and one-on-one assistance for students with disabilities by sitting with them in their classes and assisting them with coursework

MARKETING AND ADVERTISING CAMPAIGN PROJECTS

PSA Ad Campaign
Design and Strategy

University Park, PA
November 2021 – December 2021

- Constructed a strategic action plan, designed creative content, and developed a television storyboard for a Fair-Trade coffee public service announcement campaign

Magazine Cover Collage Project
Content Creation

University Park, PA
May 2021 – August 2021

- Utilized Adobe Photoshop and InDesign to create a magazine cover with a publication flag

SKILLS, HONORS, AND INTERESTS

Skills: Adobe Photoshop, InDesign, Illustrator, Canva, Public Speaking, Photography, and Copywriting

Certifications: Dean's List (all semesters), Wilderness First Aid, CPR, AED, and Leave No Trace Certified

Interests: Mountain biking, hiking, mountaineering, back packing, rock climbing, music, fashion, and art