

Gabriella Aiono

Montebello, CA | (626) 533-5285 | gctigno@gmail.com | www.linkedin.com/in/gabriella-aiono

EDUCATION

California State University Los Angeles
Bachelor's of Arts in Communications, Summa Cum Laude

Los Angeles, CA
May 2023

WORK EXPERIENCE

Cedars-Sinai Medical Center
Social Media Intern

Los Angeles, CA
Jan 2023 - Jul 2023

- Developed and executed marketing campaigns, resulting in 11.5% growth in audience engagement, and video views increased by 545%.
- Supported the execution of social media campaigns, including writing copy, and scheduling posts.
- Assisted in creating a content calendar and scheduling posts using social media management tools including Sprinklr, Sprout, and Airtable
- Contributed creative ideas for campaign and implemented concepts and promotions.

IHG InterContinental Downtown Los Angeles
Host

Los Angeles, CA
May 2017 - Jan 2023

- Adapted quickly to high-volume situations, maintaining composure and accuracy during busy periods.
- Offered assistance and guidance to new team members, contributing to their training and integration into the team.
- Managed a team of 10 servers, effectively assigning tables based on server strengths and availability, resulting in a 20% increase in average table turnover rate.
- Developed comprehensive floor plans that maximized seating capacity and minimized congestion, resulting in an average increase of 5 additional guests seated per hour.

Marriott Residence Inn
Food & Beverage Attendant

Pasadena, CA
May 2016 - May 2017

- Managed a daily breakfast service for 100+ guests, consistently achieving a customer satisfaction rating of 95% or higher.
- Implemented cost-saving measures by optimizing food inventory management system, resulting in a 15% reduction in food waste.
- Researched, identified, and pitched compelling stories for properties, resulting in a 30% increase in positive media coverage and brand awareness.

LEADERSHIP EXPERIENCE

Lambda Pi Eta Communications Honor Society
Events & Membership Coordinator

Los Angeles, CA
May 2022 - May 2023

- Developed and implemented effective strategies to attract high-achieving students and increase membership enrollment.
- Managed the membership application process, ensuring timely review and acceptance of qualified applicants.
- Maintained regular communication with members through newsletters, email updates, and social media platforms, ensuring they were informed about upcoming events and opportunities.