

Gabriel Wasylo

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Work Experience

Destination Cleveland, Cleveland, OH

Social Media Manager

May 2021 – Present

- Manage all Destination Cleveland social media channels through organic and paid mediums.
- Lead the Destination Cleveland Social Content team in creating dynamic storytelling content and shortform video.
- Strategize all Destination Cleveland paid social efforts in the organization's local and competitive markets.
- Work with Destination Cleveland's local and national influencer program while ensuring strategic and diverse collaborations between parties involved.
- Organize Destination Cleveland's monthly and quarterly digital metric reports for internal and external research.
- Lead social media content for large-scale events including the 2022 NBA All-Star Game and 2021 Rock and Roll Hall of Fame Induction Ceremony.

Akron RubberDucks, Akron, OH

Creative Services Coordinator

October 2018 – May 2021

- Created all video content in the RubberDucks organization for social media, revenue and advertising use.
- Led the ProDUCKtion Game Day video staff of 25 members while overseeing the in-game entertainment and video presentation for all 70+ home games at Canal Park.
- Worked with all special events hosted at Canal Park to ensure A/V satisfaction while producing multimedia productions for various external clients.
- Managed social media accounts for the team while posting and creating content for different mediums.

Creative Services Assistant

March 2014 – September 2018

- Operated Daktronics videoboard and Crossfire computer at every Akron RubberDucks home game.
- Worked with broadcast director to coordinate videos and graphics shown through the in-house broadcast and through the MiLB.com video streaming service.
- Designed graphics with Adobe Photoshop and After Effects for the in-house videoboard and video production presentation.
- Created videos and projects through Adobe Premier and Apple Final Cut Pro 10 that highlighted specific events happening at Canal Park. These were used for in-game and online purposes.
- Organized video replay clips and assist with converting videos to specific formats for in-game use.

Education

The College of Wooster - Wooster, OH

Major: Bachelor of Arts, Mathematics and Political Science '19

Honors: Dean's Scholar Award, Political Science Honor Society

Leadership: SGA At-Large Senator, Senior Peer Mentor

Awards

2022 Cleveland Scene's 'Cleveland's Best Photographer' Award Winner • 2022 Medina County 'Best of the Best: Photographer' Award Winner • 2022 Cleveland Magazine's "Most Interesting People in Cleveland" Award Winner • 2019 Akron "30 For The Future" Honorary Invite • 2019 Parker Myers Memorial Award Recipient • 2015 Boy Scout of America Eagle Scout • Cleveland Clinic Medina Hospital Distinguished Volunteer Scholarship

Skills

Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Adobe Premiere, Blender 3D, Cinema 4D, HTML, CSS, Python, Meta Business Suite, Twitter Ads, Google SEO Certified