

GABRIELLA VOSKANIAN

714.588.6220 | gabriellavoskanian@gmail.com | <http://www.linkedin.com/in/gabriella-voskanian-ny>

EDUCATION

University of California, Santa Barbara

Santa Barbara, CA

Bachelor of Arts, Communication

June 2026

Coastline Community College

Newport Beach, CA

Associate of Science, Business Administration

May 2023

Associate of Science, Social and Behavioral Sciences

May 2023

PROFESSIONAL EXPERIENCE

Gyumri State Symphony Orchestra & Gyumri Folk Orchestra

Gyumri, Armenia

Marketing Intern

June 2026 – Present

- Develop and execute integrated marketing campaigns across digital and print channels to elevate performance attendance and overall brand awareness.
- Direct visual storytelling strategy, promotional graphics, and multimedia content celebrating Armenia's musical heritage.

Standard Industries

New York, NY

Human Resources Operations Intern

7/25 — 9/25

- Designed and launched a centralized HR knowledge hub, enhancing employee access to critical HR information and tools.
- Streamlined and standardized job descriptions and job architecture frameworks, auditing Workday records against templates to improve role clarity and organizational alignment.
- Partnered closely with HR Generalists on critical initiatives, including managing 2025 intern payroll and standardizing job description documentation.

Fit Body Bootcamp

Mission Viejo, CA

Coaching Intern

4/24 — 9/24

- Assisted in designing and implementing high-intensity interval training (HIIT) programs, ensuring workouts were tailored to diverse fitness levels while maintaining a motivating group environment.
- Provided comprehensive feedback and supported clients by demonstrating exercises, correcting form, and promoting participant safety and progress tracking.

KLOU

Newport Beach, CA

Marketing Intern

6/23 — 6/24

- Spearheaded strategic marketing campaigns, utilizing market research and tools like Google Analytics to target audiences and optimize messaging for enhanced reach and engagement.
- Conducted comprehensive market analysis, leveraging customer feedback surveys and analytics to inform campaign strategy and identify growth opportunities.

Maje

Costa Mesa, CA

Key Leader

8/22 — 5/23

- Drove consistent achievement of sales targets, playing a pivotal role in the team's monthly accomplishment of exceeding \$200K in sales.
- Elevated team performance by providing comprehensive training and mentorship on product and collection knowledge, resulting in a more informed and skilled sales force.

Equinox

Irvine, CA

Retail Manager

9/21 — 7/22

- Streamlined operational tasks and implemented efficient inventory management, ensuring the seamless day-to-day functioning of the retail shop.
- Fostered cross-departmental collaboration to create engaging promotional experiences, increasing foot traffic and sales by 20% during events and enhancing customer loyalty.

Lululemon*Educator**Seasonal Educator***Huntington Beach, CA & New York, NY**

1/21 — 6/21

11/20 — 1/21

- Delivered exceptional service through a proactive and customer-focused approach by understanding customer's fitness and lifestyle needs and providing personalized recommendations.
- Collaborated seamlessly with the merchandising team to pioneer innovative style combinations and creative colorway applications, enhancing the store's product offerings and overall aesthetic.

AGBU Camp Nubar (Armenian General Benevolent Union)**Andes, NY***Fitness Coordinator*

6/21 — 8/21

Music Coordinator

6/19 — 8/19

- Founded and led a vibrant fitness group, offering diverse workouts, including pilates, yoga sessions, dance performances, and more, promoting health and wellness within the community.
- Enthusiastically served as the music director, instructing over 100 students aged 7-15 in ukulele, guitar, and singing skills, fostering a love for music and creative expression among young learners.

COMMUNITY & UNIVERSITY LEADERSHIP**Gauchos in Business****Santa Barbara, CA***Chief Marketing Officer*

7/25 — Present

Creative Director

1/25 — 9/25

- Spearheaded visual and content strategy for UCSB's newest student-led organization, ensuring brand consistency and significantly enhancing its presence across campus and digital platforms.
- Organized and executed successful events that notably increased club engagement, contributing to the organization being awarded "Best New Organization."

COMM 166: Marketing Communication, UC Santa Barbara**Santa Barbara, CA***Visual Designer*

1/26 — 3/26

- Visual Designer on a student-led marketing campaign to develop integrated marketing communications (IMC) plan for Rusty's Pizza Parlor, Isla Vista, a Santa Barbara company with strong brand loyalty in other locations.
- Analyzed the primary and secondary audiences to understand the best strategic plan to reach the community.

OC Cares Non-Profit Organization**Huntington Beach, CA***Youth Board Member*

3/13 — 7/18

- Assisted in the meticulous planning and execution of youth-focused events, showcasing versatility by actively participating in various roles. Notably, performing in fundraisers and contributing to the overall success of the events and the achievement of fundraising goals.

Saddleback Church**Newport Beach, CA***Youth Ministry Worship Leader*

6/11 — 9/24

- Led and organized musical teams, fostering a cohesive and inclusive worship environment through team bonding, band practices, small group facilitation, and the creation of original music.

SKILLS

Microsoft Office, Excel, G Suite, Google Analytics, Claude, Nanobanana, Canva, NASM - Personal Trainer, CPR/AED & First Aid