

Gabriela De Romeri

gabrielaaderomeri@gmail.com – 1(778)877-4530

Surrey BC – V3S 7Z2

PROFESSIONAL EXPERIENCE

Fundraising and Communications Lead

Sept 2024 – Present

Surrey Women's Centre Society

Surrey, BC

- Lead various fundraising campaigns, resulting in the acquisition of \$400,000, and improved overall donor stewardship practises to maintain industry standards, increase monthly giving, and grow major giving.
- Manage all donations and receipting using Blackbaud/Raiser's Edge NXT donor management system.
- Initiated the revival of a quarterly newsletter, currently reaching over 4,800 supporters.
- Support ongoing website updates through WordPress to align with fundraising initiatives.
- Assisted grant acquisition by researching opportunities and preparing applications.

Communications Specialist

Oct 2023 – Sept 2024

British Columbia Conservation Foundation

Surrey, BC

- Served as Interim Program Manager for WildSafeBC from July-Sept.
- Supervised more than 20 Community Coordinators regarding social media and public relations.
- Supported and participated in the hiring, onboarding, and training of all Community Coordinators.
- Took part in over 135 media interviews, news appearances, and press releases.
- Managed 36 social media profiles and created over 135 pieces of authentic, captivating content.
- Developed a robust media calendar and social strategy which increased Instagram reach by 212.2% and Facebook reach by 18.7%, resulting in 15,100 content interactions and a 34.7% increase in following.
- Leveraged Adobe and Canva to develop promotional and educational materials for print and digital applications, including educational booklets, brochures, posters, wildlife signage, and media kits.
- Developed internal and external communications policies and crisis procedures.
- Maintained and managed website using WordPress.
- Assisted in grant writing, grant reporting, and researching fundraising opportunities.
- Developed and updated WildSafeBC certifications, specifically the 'Snake Safety in BC' online course.

Fraser Valley Coordinator

Jun 2023 – May 2024

British Columbia Conservation Foundation

Fraser Valley, BC

- Delivered the WildSafeBC Community Program in the Fraser Valley, which aims to reduce human-wildlife conflicts through education, collaboration, and community solutions.
- Presented at 43 schools and educated 3,300 youth about wildlife safety and conflict reduction.
- Educated over 600 residents through canvassing to increase awareness of wildlife attractant management.
- Conducted four residential garbage tagging audits which resulted in an 87% reduction of waste carts placed curbside outside of the appropriate times as outlined by local Bylaws.
- Attended 11 community events and reached almost 4,000 with educational display booths.
- Fostered relationships with local Indigenous communities, Conservation Officers, volunteers, as well as municipal and regional sponsors.

Administrative Assistant

Jun 2023 – Dec 2023

GoByBike BC Society

Surrey, BC

- Supported the role of Executive Director and the Board of Directors.
- Coordinated the successful acquisition of Charitable Status with the Canada Revenue Agency.
- Recorded minutes for monthly Board meetings and 2023 Annual General Meeting.
- Assisted in hiring, contract writing, grant writing and reporting, donor relations, and budgeting.

Social Media Manager and Marketing Assistant

Jan 2023 – Dec 2023

GoByBike BC Society

Surrey, BC

- Collaborated with a small team to host the tri-annual GoByBike Week provincial campaign and events, which encourages British Columbians to commute by bicycle instead of using gas-powered transportation.

- Leveraged Adobe and Canva to develop marketing and promotional materials for print and digital applications, including educational booklets, event guides, merchandise, posters, and media kits.
- Wrote blog posts, newsletters, internal notices, and other pieces of communication.
- Managed provincial social media platforms and created over 180 pieces of new content.
- Developed comprehensive media content calendars and strategies.
- Provided media training for Community Coordinators.

Copywriter

Couply

Jan 2023 – April 2023

Surrey, BC

- Developed copy for in-app blogs, quizzes, and questionnaires that aligned with current trends.
- Collaborated with a team to support adjacent projects and deadlines.

Science and Math Tutor

Abby Tutors

Oct 2021 – April 2023

Abbotsford, BC

- Collaborated with assigned students to identify personal education goals and created a tailored plan for achieving success within science and math subjects.
- Created a comfortable and engaging learning environment conducive to an effective education.
- Developed useful study materials including practice worksheets, session notes, and mock tests.
- Assessed student progress and maintained communication with parents through detailed progress reports.

Veterinary Assistant and Social Media Manager

Dolphin Veterinary Services

Jan 2019 – May 2022

Langley, BC

- Managed clinic flow, front desk responsibilities, and back-of-house assistance.
- Prepared clinical and surgical equipment in accordance with the CVMA.
- Efficiently handled/restrained animals and assisted in the collection and testing of laboratory samples.
- Addressed client concerns, performed general janitorial duties, and assisted with product stocking.
- Managed social media platforms and designed weekly digital content to increase engagement with clients.

EDUCATION

Bachelor of Kinesiology, Exercise Science

University of the Fraser Valley

Sept 2018 – April 2023

Chilliwack, BC

- Completed an undergraduate thesis detailing the prevention of low-back pain in equestrian athletes.

VOLUNTEER

Provincial Support, WildSafeBC

Fundraising Manager, Canadian Conservation Photographers Collective

Mar 2025 – Present

Dec 2024 – Present

CERTIFICATIONS

Social Media Marketing I

Wildlife Awareness and Safety (Level 2)

TCPS 2: CORE 2022

Serving It Right

HubSpot Academy

British Columbia Conservation Foundation

Panel on Research Ethics

Responsible Service BC

PORTFOLIO

Kindly view my ePortfolio for examples of my work including content creation, news interviews, articles, and more:

<https://gabrielaaderomeri.wixsite.com/eportfolio>