

Gabrielle Lerner

lernergabby@gmail.com | (954) 798-1220 | www.linkedin.com/in/gabbylerner | Boca Raton, FL

EDUCATION & HONORS

Indiana University The Media School | Bloomington, IN

Graduating May 2026

Bachelor of Arts

GPA: 3.8

Major: Media Advertising

Honors/Awards: Dean's Scholarship

Deans List: 2025-2026

Certifications: Google Analytics Certified

May 2024

EXPERIENCE

Full Picture | New York, NY

May 2025-August 2025

Public Relations Intern

- Monitored daily media coverage for 8+ talent and entertainment clients using MuckRack and online sources; compiled weekly reports with key stories, UVM metrics, sourced links, and clipped news coverage to keep clients informed on relevant news and media mentions
- Researched pop culture events, press opportunities, and NYC-based industry events aligned with client visibility; created monthly editorial calendars highlighting events, holidays, and promotional opportunities to maximize client visibility and public appearances
- Culminated internship with a capstone presentation to 20+ senior agency staff proposing strategic brand collaborations and editorial placements, demonstrating proficiency in media list development, media pitch writing, and social media content creation

Zimmerman Advertising, Omnicom Media Group | Fort Lauderdale, FL

May 2024-August 2024

Marketing and Retail Account Services Intern

- Collaborated within a cross-functional intern team across copywriting, graphic design, and account services to develop a marketing campaign a develop a marketing campaign and final client pitch presented at the conclusion of the internship, using the Omni platform, team-developed surveys, and in-person meetings with Planet Fitness staff to gather audience insights and build a client proposal designed for future implementation
- Assisted the AutoNation account team in reviewing commercial edits, TV spots, storyboards, and scripts, identifying visual and timing errors while verifying logos, disclaimers, and legal copy for brand and regulatory accuracy
- Participated in a 12-week agency immersion program with weekly sessions led by leadership across strategy, analytics, creative, media planning, and production, gaining cross-functional insight into the advertising process and applying these learnings to both the Planet Fitness initiative and future marketing work

Raw JUCE | Boca Raton, FL

May 2023-August 2023

Team Member

- Provided customer service by managing front-of-house operations, including taking orders through the POS system, processing payments, and preparing smoothies, juices, and food items in a fast-paced environment
 - Maintained cleanliness and organization of food preparation areas by sanitizing equipment, restocking toppings and ingredients, and ensuring compliance with store health and safety standards
 - Demonstrated strong product knowledge by mastering ingredients and menu recipes to prepare items accurately while delivering a welcoming and attentive customer experience
-

ACTIVITIES

Retail Studies Organization | Bloomington, IN

August 2022-Present

Club Member

- Engaged with retail industry professionals through guest speaker events, workshops, and networking opportunities to gain insight into retail, marketing, and brand strategy

Jewish in Business | Bloomington, IN

January 2023-Present

Club Member

- Attended networking events and guest speaker sessions with business professionals and alumni, focused on internships, professional growth, and opportunities within the business community

Alpha Epsilon Phi | Bloomington, IN

January 2024-January 2026

Recruitment & Events Committee Member

- Contributed to the planning and execution of recruitment events and chapter programming, coordinating with members to enhance participation, member engagement, and foster a welcoming environment
-

SKILLS

Adobe Creative Suite (Photoshop, Premiere, Illustrator, Audition) | Research & Insights | Media Marketing | Artificial Intelligence Tools

INTERESTS

Beauty | Trend Forecasting | Global Travel | Restaurant discovery (Beli) | Specialty Coffees | Health & Wellness | Matchbook Collecting