

# GABRIELLA EHRlich

Highly motivated and passionate individual with Corporate Partnership Activation experience. Looking to use my knowledge and love for sports to help a team succeed as a Partnership Activations Coordinator.

## EXPERIENCE

### PARTNERSHIP ACTIVATION INTERN

#### Vegas Golden Knights

September 2023-Current

- Worked with the Global Partnership Activations team to help manage over 100+ active partnership accounts and assisted on 75+ partner-related events.
- Served as VGK contact for corporate VIP game day experiences such as penalty box during warmups, intermission Zamboni rides, and on-ice pictures while having extremely high level of guest satisfaction.
- Executed game day operations including T-Mobile Arena setup, assisting with Toshiba plaza partner activations, and capturing in-arena content to ensure proof of performance.
- Created end of the season partner asset recaps on DigiDeck that included, but not limited to collecting social media content using Conviva, radio elements and Nielsen Sports Data for broadcast deliverables.
- Continually prospected key categories and presented best practices with Global Partnership Sales Team.

### GAMING OPERATIONS INTERN

#### Everi Holdings Inc.

June 2022 - September 2022


- Worked with the Gaming Operations Team to help process documents, set up meetings, and collaborate with other departments.
- Conducted interviews with employees to develop understanding of best business practices regarding product launches.
- Presented findings to leadership and led to resources being added to the Gaming Operations Team.
- Started a Confluence / Wiki for the Order Management Team by processing documents into the website to increase training capabilities by creating a repository for training documentation.
- Researched slot influencers for our VP of Communications to find new influencers to work with to increase social media presence in an effort to market products directly to player.


### LEAD SALES ASSOCIATE


#### Old Navy

June 2018-September 2021

- Helped customers complete purchases, locate items, and promoted brand loyalty while at the register and on the sales floor.
- Resolved customer concerns within our brand policies resulting in the conflicts being solved and customer satisfaction.

 847-910-0339

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 Las Vegas, NV

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[gabriellaehrlich.com](http://gabriellaehrlich.com)

## SKILLS

- Strong verbal and written communication
- Public Relations and Branding
- Proficient in Microsoft Suite, Wordpress, Canva, DigiDeck, Skyview Networks, and Sponsor United
- Time Management
- Adaptability
- Teamwork
- Customer Service

## EDUCATION

### UNIVERSITY OF OREGON 2019-2023

- B.S. in Public Relations and Political Science with minors in Sports Business and Business Administration
- Co - President and Secretary of NSLS / Tri Delta / Women in Business / Public Relations Student Society of America
- Dean list Winter 2022

### BUFFALO GROVE HIGH SCHOOL 2015-2019

- 3.6 GPA / Orchesis / Deca / Lit Lab Tutor