

Gabriela Serpa

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Education

University College London, London, UK September 2021
Candidate for English: Issues in Modern Culture MA

New York University, Gallatin School of Individualized Study, New York, NY May 2020
Bachelor of Arts in Individualized Major: "The Critic as Artist and Vice Versa", Magna Cum Laude
• *NYU Global Awards Mentoring Program in Leadership and Service*

Relevant Experience

Dotdash, New York, NY, United States April 2019 - Sept. 2019
Content Editor and Language Expert
• Corrected and expanded on 30 French, Italian, and Spanish language ThoughtCo. articles to ensure validity, accuracy, and ease of comprehension for users
• Elevated user experience by fact-checking, copy editing, and occasionally rewriting articles needing modifications, creating content according to recently updated style and editorial policies
• Revised and optimized 100+ articles to rank individual webpages higher on search engines, earning more relevant traffic for multiple brands (primarily *ThoughtCo.*)

Document Journal, New York, NY, United States Sept. 2018 - Aug. 2019
Author, Copy Editor and Fact Checker
• Transcribed, proofread, fact-checked and formatted 40-plus stories for print issues and web content
• Applied understanding of trends, social media, and traditional media to create 50+ attention-grabbing pitches
• Wrote 12 stories that reflected unique sensibilities of Document Journal brand

Museo De Arte Moderno De Bogotá, Bogotá, Colombia May 2018 - Oct. 2018
Copywriter, Concept Designer and Administrative Assistant
• Co-designed gala concept, strategizing spatial design through mockups and storyboards
• Wrote all copy for the 2018 MAMBO Gala, including promotional material and the gala program
• Drafted, designed and followed up on communication to benefactors, donors and participants

Additional Experience

- **Embodied (NYU's Arts and Culture Magazine), New York, NY, United States** Sept. 2019 - May. 2020
Arts & Culture Section Editor
- **New York University, New York, NY, United States** Sept. 2017 - Dec. 2019
Senior Tutor and Writing Partner
- **Think Education Consulting, Bogotá, Colombia** May 2018 - Sept. 2018
Common Application College Essay Consultant
- **PEN America, New York, NY, United States** Jan. 2018 - May 2018
Intern
- **Leon Tovar Gallery, New York, NY, United States** June 2017 - Aug. 2017
Gallery Assistant

Skills

Languages: English (Fluent), French (Fluent), Spanish (Fluent), Italian (Advanced); **Web:** SEO, Wordpress, Wix, CMS, Artnet, Constant Contact; **Computer:** MS Office, Adobe Creative Cloud; **Social Media:** Snapchat, Instagram, Twitter, Facebook