

Gilir Santos Gabinete

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EDUCATION

Ramapo College of New Jersey

Mahwah, NJ

BS in Data Science, Expected May 2026 (GPA: 3.475)

Awards: SoundCloud Student Collective Winner, Dean's Honors List (Fall 2024 - Spring 2025)

Skills: SQL | Python (Pandas, NumPy, Matplotlib) | R | Java | JavaScript | HTML/CSS | Node.js | QuickBooks

PROFESSIONAL EXPERIENCE

SoundCloud

New York, NY

Brand Ambassador (Growth Marketing)

May 2025 - August 2025

- Generated **800+ app referrals**, **3.7M+ Reel views**, and **400k+ likes** by leveraging cultural trends such as K-pop, nostalgia content, and viral music moments.
- Increased Instagram following by **2,000+ followers** through performance testing, analytics-driven marketing, and audience optimization.

GNiE Entertainment LLC

Jersey City, NJ

Co-Owner (Head of Marketing)

January 2024 - Present

- Co-Founded GNiE Entertainment, a music and event production brand that provides DJ services, live mixes, and digital content for clients and online audiences.
- Generated **\$30K in revenue** and **\$10K net profit** in the first year through strategic social media marketing, event planning, and networking.
- Scaled Instagram page to **27,000+ followers** in two years, generating **3.7M views** and **400K likes** through data-driven content analysis and trend optimization.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

FASAMILYA at Ramapo College

Mahwah, NJ

Co-President

April 2022 – April 2023

- Coordinate programming with cultural Filipino Organizations across **28 universities** to promote cultural engagement.
- Co-led marketing and fundraising initiatives with fellow club leaders, securing resources and executing large-scale community events with **100+ attendees** each.

PROJECTS

The 1800 Project

- Led marketing initiatives for a **Gen Z third-space community** designed for college and post-college individuals to network, build businesses, and connect over shared interests.
- Spearheaded event promotion for gatherings with **200+ attendees**, driving turnout through targeted social media and community-focused campaigns.
- Collaborated with partner platforms to grow a **2,000+ follower audience** and created a viral content format that generated **6.6M+ views** and **~1M likes**.

E-Huddle: Digital Nursing Communication Platform

- Developed a **full-stack web application using Node.js, Express, and SQL**, piloted in two Morristown Medical Center units, digitizing shift announcements, adding QR-code resources, and integrating automated time-tracking for nurses.
- Implemented an admin dashboard that logs user activity and improves accountability and communication during shift changes.
- **Awarded the "Most Innovative Award"** at Ramapo College's nursing graduation ceremony for being the first cross-major project between Computer Science and Nursing.