

# CONNIE L. GABELEIN (she/her)

## LET'S CONNECT

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🌐 [catladycreative.com](http://catladycreative.com)

📍 Bellingham, WA

## EDUCATION

### Master of Arts, Strategic Communications

Washington State University  
2022 - 2024

### Bachelor of Arts, Integrated Social Sciences

University of Washington  
2020 - 2022

## VOLUNTEER

### Marketing and Events

Bellingham Queer Collective  
2023-Present

### Web Design

Kauai Humane Society  
Stephanie's Hope  
2019-Present

### Board Member

Purrfect Pals  
2009-2011

## EXPERIENCE

### Web Services Manager

Washington State Department of Licensing | 2023-Present

- Leading team of web designers, developers and content strategists who support our external website and internal employee intranet.
- Championing inclusion, accessibility, equity and human-centered design across the agency.
- Driving emerging technology strategic initiatives including digital accessibility, AI, useability, and language access.

### Digital Engagement Strategist

PeaceHealth | 2020-2023

- Designing, implementing and measuring data-driven digital marketing campaigns for PeaceHealth's eight nonprofit healthcare foundations in Washington, Oregon and Alaska.
- Maximizing ROI by leveraging optimization, automation and integration tools and best practices.
- Web design and content management for external Drupal and WordPress sites and internal SharePoint intranet.
- Managing vendor relationships and coordinating outsourced marketing and communications projects.

### Co-Chair, Pride Employee Resource Group

PeaceHealth | 2020-2023

- Partnering with executive leadership and DEI staff to provide advocacy, education and support for LGBTQ+ employees, patients and allies.