

GOBankingRates
FEATURED EMPLOYEE



Gaby

Lead Writer & Editor

7+

years with us

3,000+

Articles Written

10M

Women Influenced

I was hired in 2017 as GOBankingRates' first in-house writer. It's been incredible to see our team grow over the years to include multiple in-house writers in addition to a robust team of talented editors. On a personal level, I have been able to grow as well, from a mid-level role to being a lead on our content team.

What I have loved about working for GOBankingRates is that I was able to carve a career path that allowed me to move up without having to give up writing.

Now, I still get to write, but I also help to inform the overall editorial direction our team takes and serve as a liaison between my teammates and management. I have been fortunate enough to have been promoted multiple times during my tenure here, and the ability to grow in my role has been extremely rewarding.



Motivation

When I started at GOBankingRates, I actually did not have a background in personal finance. I had to do a lot of on-the-job learning, and going through this process made me realize that I had been missing out on numerous opportunities to be in a better financial position due to a lack of financial literacy. While this is certainly a universal problem, I do think that this is more of an issue for women in particular. Part of the reason for this is that there just isn't a lot of financial information available that is catered specifically to women.

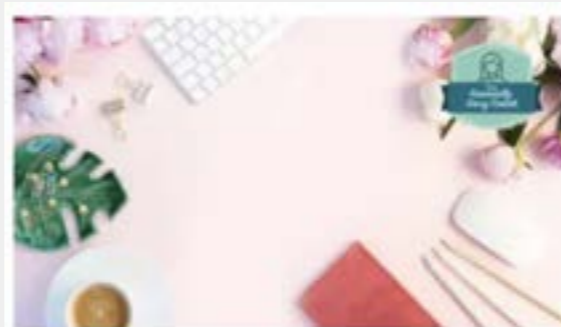
THE
Financially Savvy
FEMALE

Seeing this clear information gap inspired me to launch my column, "The Financially Savvy Female," which offers easily accessible financial advice catered specifically to women. I cover everything from investing to saving for retirement to being financially prepared for the passing of a loved one. My hope is that by educating women about their finances, they feel more empowered to take control of their money and make moves that will help them live their most successful lives possible.



These Are Women's Top 3 Financial Goals for 2024

It's officially that time of year when we start thinking about our goals for the year...



4 Ways Women Can Prepare for an Economic Downturn

The economy can be unpredictable, so it's always a good idea to be prepared for the...



What the 'Great Wealth Transfer' Means for Women

Baby boomers are set to pass down approximately \$30 trillion in assets over th...