

GABRIELLE NAPOLITANO

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I am a seasoned art director/graphic designer looking for a position where I can use my varied skills in a creative setting. I'm a dynamic, creative and driven professional with a fantastic eye for design and super attention to detail. An enthusiastic team member, proficient in adhering to brand principles. I am able to follow direction on any level and I have the vision to create ideas with strategic insight. I'm an expert in Adobe InDesign, Illustrator, Photoshop, and Microsoft PowerPoint, Word, Excel. I'm also knowledgeable in WordPress, HTML, and Social Media.

Freelance Design and Marketing

2000-present

Working in close collaboration with diverse clientele, each campaign is individualized according to the client's needs and core market.

branding

Creation of logo, brand guidelines, digital channels, and printed communications

clients: *The Flourishing Preschool, The Static Report, Installation Brooklyn, She Better Mind Her Business*

web development

Building Wordpress websites that cater to the specific needs of the client; utilizing add ons and widgets with stellar design

clients: *theflourishingpreschool.com, staticreport.com, annikastudio.com*

marketing collateral

Designed printed marketing materials, including banners, posters and flyers, to increase client sales and visibility

clients: *The Flourishing Preschool, Installation Brooklyn*

social media

Improve clients visibility by creating visually stunning social media assets and email marketing

clients: *The Flourishing Preschool, The Static Report, Mini Jake, Audra Rox*

Hip Tot Concert Series – Creative Director + Founder

2011-present

- Collaborated with local designer to create recognizable logo and branding guidelines
- Built heavily viewed Wordpress website, hiptot.com, implementing widgets and add ons
- Developed PowerPoint sponsor and press decks that boosted funding and increased press coverage
- Designed wide range of branded promotional materials (including retractable banner, post cards, posters, balloons, and temporary tattoos) that furthered the demographic reach
- Created a successful marketing campaign with attractive social media and email assets that resulted in increased interaction and higher ranking
- Negotiated contracts and agreements with artists and venues
- Acquired sponsorship and vendor funding

With Love, From Brooklyn – Designer

2014-2015

- Designed engaging social media and digital assets resulting in more interaction and higher ranking
- Conceptualized, designed, and implemented 40-page digital catalog that brought in the largest sales numbers in company history
- Assisted in photo retouching of products for e-commerce site
- Built PowerPoint presentation that led to second place in Food and Finance competition
- Collaborated with owner to create package design for holiday gift items

Still Hip Second Hand Children's Boutique – Owner

2007-2011

- Created full branding campaign that was visible in all signage, printed materials and the interior of store
- Developed widely viewed HTML website
- Launched monthly email marketing campaign with a high open rate that generated more sales
- Formed a successful social media marketing campaign that boosted visibility and sales
- Organized community block parties, parent meet-ups, play groups, community workshops
- Oversaw daily store operations and bookkeeping