

Gabrielle Faletto

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Education

Bachelor of Journalism in Strategic Communication

Minor: Art | **Certificate:** Multicultural Studies
University of Missouri – Columbia
Received: May 2022

Honors

- Silver Telly Award in Campaign–Products & Services for Cricket HBO Max Campaign (2025)
- American Advertising Silver Medal Award for MOJO Ad Team Vega Logo Design (2022)
- KC Ad Club Foundation Scholarship Recipient (2021-2022)
- Ruth Ellen Gee Scholarship Recipient (2020)
- The Daughters of American Revolution Good Citizens Award Recipient (2018)
- N. IL Scholastic Press Association Blue Ribbon for Excellence in Feature Writing (2017, 2018)

Tools

- Adobe InDesign, Illustrator, Photoshop
- Figma
- Miro Collaboration Platform
- Wix Website Builder
- Keynote
- Microsoft Teams, OneDrive, SharePoint

Skills

- Effective communicator
- Collaborative, team-player
- Creative problem solver
- Organized, multitasker
- Self-starter
- Strategic thinker
- Detail-oriented creator

Campus Leadership

Supervisor and Career Specialist

University of Missouri Career Center
September 2018 – May 2022

- Oversaw shifts of three to five Career Specialists
- Managed scheduling for 25+ employees utilizing Qualtrics Survey responses
- Redesigned 70+ career development handouts and ensured compliance with accessibility standards using Adobe Acrobat
- Updated and maintained the Career Center website with new student major lists

Experience

Creative Manager

Alice & Wonder

Chicago, Illinois | October 2025 – Present

- Design visually compelling emails and Instagram Stories, guided by performance metrics such as open and click-through rates
- Develop innovative, on-brand creative concepts to support product launches, promotions, and seasonal campaigns
- Manage multiple projects simultaneously while meeting deadlines in a fast-paced, small-business retail environment

Art Director

TPN, an Omnicom Commerce Agency

Chicago, Illinois | May 2022 – October 2025

- Collaborate with Copywriters to translate client needs into visually captivating and impactful designs based on campaign strategy and marketing objectives
- Deliver high-quality electronic files for presentations, print prepress, email marketing, and digital applications under tight deadlines, ensuring precision and adherence to brand standards
- Stay current with industry trends and tools, integrating emerging design techniques and shopper-focused insights

Art Director

MOJO Ad

Columbia, Missouri | August 2021 – May 2022

- Led a team of four to create all visual assets for a full-service advertising agency in collaboration with professionals and Strat Comm students
- Collaborated with high-profile clients to develop a fully-integrated campaign that resonated with our 18-to 24-year-old target audience
- Took ownership of projects from ideation to execution by managing rolling updates while responding to management direction and creative feedback

Graphic Design Intern

Knorr Marketing Communications

Columbia, Missouri | May 2021 – August 2021

- Developed print collateral including save the date invitations, sponsor packets, and annual newsletter reports for clients' deliverables and events
- Prepped creative documents for print production
- Assisted creative team with administrative tasks including trips to the printer, binding execution, delivery of client projects, and signage location scouting

Marketing & Digital Communications Intern

Knorr Marketing Communications

Columbia, Missouri | May 2021 – August 2021

- Developed and executed marketing strategies by managing social media platforms, writing engaging copy, photographing projects on-site, and interpreting analytics to drive client success
- Planned and curated client social media content across multiple channels to implement campaign strategies ideated in brainstorming sessions
- Increased brand awareness through consistent cross-platform messaging

Art Director

Vox Magazine

Columbia, Missouri | January 2021 – May 2021

- Led visual direction for monthly issues, from concept through final production
- Collaborated closely with editors and writers to conceptualize and execute design solutions that enhanced storytelling and reader engagement
- Streamlined collaboration to meet deadlines and budget constraints