

# 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

### Art Director

*TPN, an Omnicom Commerce Agency*  
Chicago, Illinois | May 2022 – Present

- 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

- Directed a creative team of four and led creation of all visual assets for a full-service advertising agency under the guidance of professionals and University of Missouri strategic communication 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 with full-time staff
- Increased brand awareness and ensured client communications had consistent messaging across platforms

### Creative Director

*Buzz Magazine – Journalism 4994: Magazine Publishing*  
Columbia, Missouri | January 2021 – May 2021

- Led a team of designers to create a 60-page full-feature magazine prototype
- Designed the logo, cover, table of contents, and feature pages, while overseeing content placement and final proofs before print

### 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