

# GABRIELLE JOYCE

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## EDUCATION

**Denver Ad School**, Denver, CO

April 2024

*Art Direction*

**University of South Carolina**, Columbia, SC

May 2021

*Bachelor of Arts in Journalism & Mass Comm.*

Major in Advertising, Minor in Anthropology

*Cumulative GPA: 3.51 | Major GPA: 3.9*

*Cum Laude*

## RELEVANT COURSEWORK

Interactive Communications Strategies, Advanced Creative, Brand Communications Practicum/Competitions, Media Analysis, Integrated Campaigns, Social Media Marketing, Experiential Interactives in Mobile Augmented Reality

## ADVERTISING COMPETITIONS

AAF National Student Advertising Competition – *Creative Director, Strategist*

Effies Collegiate – *Creative Director*

## AWARDS AND HONORS

**2021 Telly Award (Bronze)** – Online Commercials – Student

**AAF NSAC District 3** – 2<sup>nd</sup> Place; Best Plansbook; Best Research

**2021 Student ADDY (Silver)**: Film, Video, and Sound – Television Advertising Single

**2021 UofSC Outstanding Senior Award** – Advertising Creative

**Dean's List**: 2019 (*Spring*) – 2021 (*Spring*)

## RELEVANT EXPERIENCE

**Help Humane**, Lead Student Account Manager, Kansas City, MO

Fall 2020 Semester

- Direct student team through Google Ad Grants Online Marketing Challenge as Team Captain.
- Create and maintain a successful Google Ad Campaign for our animal shelter client, Help Humane, to increase brand awareness and conversion actions.
- Increase pet outtake, volunteer sign-ups, and donor commitments through Google Search Ads.

## GENERAL WORK EXPERIENCE

**Salty Nut Cafe**, Bartender, Columbia, SC

September 2021- Present

- Serve and engage with customers in a hospitable manner to provide an enjoyable dining experience.
- Monitor customers' alcohol consumption to ensure overall safety and adhere to alcohol-related laws.
- Manage Instagram account and interact with customers online to establish a social network presence.

**Longford's Ice Cream**, Assistant Manager, Rye, NY

May 2014 - July 2021

- Provide high-quality customer service to assure the clientele will return regularly.
- Lead employee team and resolve store issues to create an efficient work environment.
- Manage Instagram account and interact with customers online to establish a social network presence.

## SKILLS AND LANGUAGES

Adobe Suite, Midjourney AI, Experience with Spark & Lens Studio, Microsoft Suite, Mac and Windows Operating Systems, Mailchimp, Keynote, Conversational Italian

## INTERESTS AND EXTRACURRICULARS

Alpha Xi Delta Sorority, Student Advertising Federation, ACLU Club, Cocky's Canine PAALS