

# GABRIELLE JOYCE

## Art Director

### EDUCATION

**DENVER AD SCHOOL**, Denver CO

*Art Direction*

**Coursework** - Directing Art, Campaign Development, Typography, Adobe Suite, Strategy for Creatives, Branding, Experiential Advertising, Campaign Execution.

**UNIVERSITY OF SOUTH CAROLINA**, Columbia, SC

*Bachelor of Arts in Journalism & Mass Communications*

Cumulative GPA: 3.51 *Cum Laude* | Major GPA: 3.9

Major - *Advertising* | Minor - *Anthropology*

**Coursework** - Writing for Mass Communication, Account Planning, Brand Communications Lab, Super Bowl Commercials, Media Analysis, Advanced Creative, Interactive Comm. Strategies, Creative: Strategy to Execution, Experiential Interactives in Mobile Augmented Reality, Integrated Campaigns, Brand Comm. Competitions.

### AWARDS

2021 Telly Award Bronze – Online Commercials – Student  
AAF NSAC District 3 – 2nd Place; Best Plansbook; Best Research

2021 Student ADDY Silver – Film, Video, and Sound – Television Advertising

2021 UofSC Outstanding Senior Award – Advertising Creative

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

### SOFTWARE



Adobe Suite (Photoshop, LightRoom, Illustrator, InDesign, After Effects, Premiere Pro, Dimension), MidJourney AI, TikTok Effect House, Spark AR, Lens Studio.

### SKILLS

*Team Leadership, Group Collaboration, Creative Brainstorming, Social Media Management, Content Creation, Merchandise Design, Graphic Design, Photo Editing, Photography, Digital Illustrations, Graphic Design, Image Sourcing, AI Image Generation, Graphic Animation, Video Editing, Branding, Typography, Food Styling, Conversational Italian.*

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### EXPERIENCE

**Denver Ad School**

Denver, CO

Art Director - *January 2023-April 2024*

- Create speculative campaigns under Creative Directors to satisfy briefs.
- Create a portfolio of advertising campaigns for 5 different brands.
- Collaborate with a copywriter partner to create our campaign insight, tagline, and concept.

**NSAC Ad Team**

Columbia, SC

Creative Director - *January 2021-April 2021*

- Lead team of creatives to create a 360 campaign for our client, Tinder.
- Create a campaign plansbook to present to client.
- Direct and create design system, ads, and visual assets for our plansbook.

**Help Humane**

Kansas City, MO

Lead Student Account Manager - *Fall 2020*

- 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.

**Salty Nut Cafe**

Columbia, SC

Bartender/Server - *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.

**Longford's Ice Cream**

Rye, NY

Manager - *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.