

Gabrielle M. Capaldo

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PROFESSIONAL SUMMARY

Recent graduate with expertise in communicating to diverse audiences in a manner that aligns with organizational values. Creative, hardworking, and relationally oriented. Experienced working in the marketing department, news writing, management roles, and student service offices within a higher education setting. Passionate about journalism, working with a team, and providing excellent customer service.

EDUCATION

Grove City College – Grove City, PA
B.A. in Communication Studies – May 2021
GPA: 3.97/4.00 – Dean's List with High Distinction

SKILLS

Photography, News Writing, AP Writing, InDesign, Photoshop, Acrobat DC, Instagram, Facebook, Twitter, PDF Designer, Microsoft Office Suite, Constant Contact, Survey Monkey, Canva, WordPress

MARKETING, MANAGEMENT, AND COMMUNICATIONS EXPERIENCE

Marketing & Sales Assistant – Seasonal - *Keystone Information Systems Inc.* – *Maple Shade, NJ* | Aug. 2017 – Present

- Recreated all 30 of the company's brochures using Microsoft Publisher.
- Created email blasts in Constant Contact and surveys in Survey Monkey about company announcements and events and sent them to 1,040 customers.
- Customized W2 and I-9 forms, employee contracts, and checks for municipalities and school districts using PDF Designer and merged testable data in KeyDocs before sending to the customer.
- Coordinated two annual weekend conferences for the company's clients in St. Louis and Philadelphia, booking hotel rooms, ordering catering, reserving conference rooms, and designing event pamphlets.

Staff Writer – *The Collegian (Award-Winning College Newspaper)* – *Grove City, PA* | Sept. 2020 – Present

- Wrote five articles within one semester, four of which were published above the fold on the front page.
- Interviewed students, faculty, and staff for stories and investigated information.
- Green Eyeshade Award Winner: Recognized for consistency, superior writing skills, and journalistic investigation.

Product Management Intern – *Summit Ministries* – *Manitou Springs, CO* | May 2019 – July 2019

- Designed PowerPoint slides for products in Photoshop to be advertised on television screens in the building.
- Tracked product sales in Excel and broke the sales record for one conference session by \$2800.
- Edited video interviews to be posted on the company's YouTube channel.
- Redesigned store layout: ordered new labeling for shelves, and replaced signage using Photoshop.
- Redesigned company products according to newly released brand standard PDF.

Assistant Manager – *Chick-Fil-A* – *Turnersville, NJ* | Jan. 2015 – Aug. 2017

- Increased drive-thru sales by 13% in collaboration with drive-thru team in one year placing restaurant as the most profitable in the region.
- Implemented and assisted in development of new in-person drive-thru system at this location, now nationally used, and trained new employees.
- Earned role as youngest assistant manager and Director of drive-thru at location.

ADDITIONAL EXPERIENCE

Teacher's Assistant for Journalism, Video Production, and Photography – *Grove City College* | Sept. 2020 – Present

- Assist professor in the Communications Department with entering grades into database, maintaining video and photography equipment, and facilitating presentations in class.
- Proofread and grade student's articles and projects.

Career Services Student Assistant and Senior Chair of Career Fair – *Grove City College* | Sept. 2019 – Present

- Led Grove City College's first Virtual Career Fair on Handshake and Microsoft Teams in Fall 2020
- Recruited volunteers for the Career Fair through Instagram marketing, making posters in InDesign, and led informational meetings about the volunteer positions.

- Creates social media posts for the department's Instagram and approves jobs for students in Handshake.

Resident Assistant - *Grove City College* | Sept. 2019 – Present

- Lead hall meetings, explaining residence rules to 40 residents.
- Mediated roommate conflict, organized hall events, and facilitated team building within the residence staff.