



Gabriella Lear

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Education

Drexel University, Philadelphia, PA
Bachelor of Science in Graphic Design 2020
Fine Arts Minor
French Proficiency Certificate
Study Abroad Rome/London 2018

University of Edinburgh Business School
Introduction to Marketing Certificate 2020

Project Management Institute
Certified Associate in Project Management 2022
Course completed, waiting on certification

Skills

Adobe Suite
Brand Identity
Publication
Social Media Design
Photography
Microsoft Office
Organized
Adaptive
Clear Communicator
Team-Player
Attention to Detail

Relevant Experience

Ketchum

Remote 2020 - Present

Project Manager

- For all new business pitches, gather information, develop timelines, scheduled meetings, and assign resources to produce client deliverables.
- Ensured design projects are well organized and efficiently managed from kick-off through completion.
- Assign designers based on the team's needs to help streamline the process.
- Update key growth stakeholders on progress, and identify or escalate any risk to deliverables and timeline.
- Work with a variety of industries including: Food Agriculture & Ingredient, Food, Financial & Professional Services, CPG, Auto, Energy & Manufacturing, Wellness, Travel, Hospitality & Leisure, Retail, Technology, Public Sector, Healthcare and Health Services

Graphic Designer

- Collaborate with account teams to develop custom presentation decks, info-graphics, booklets and toolkits for new business pitches, corporate webinars and client product launches.
- Collaborate with non profit organizations to develop social media campaigns including HBCU, Association of Zoos and Aquariums and other DE&I and sustainability organizations.
- Work with a variety of industries including: Food Agriculture & Ingredient, Food, Financial & Professional Services, CPG, Auto, Energy & Manufacturing, Wellness, Travel, Hospitality & Leisure, Retail, Technology, Public Sector, Healthcare and Health Services

Back on My Feet

Philadelphia, PA 2019 - 2020

Junior Graphic Designer

- Successfully met tight deadlines with the National Marketing Team to supply signage, t-shirts, bibs, giveaways and social media posts for races.
- Collaborated with teams in 13 cities to ensure that their Auctions and Galas had personalized collateral and met the needs of Nationals Corporate Sponsors.
- Connected with members at the Philadelphia chapter to be a helping hand during their journey to employment.

Other Experience

Delta Gamma Eta Upsilon - Drexel University

Philadelphia, PA 2018- 2020

Chapter President, 2019

- Lead a chapter of over one hundred members and developed goals to promote a positive message about our philanthropy, Service for Sight.
- Managed executive board of eight members to oversee all aspects of the chapter and work together to resolve challenges.

Director of Recruitment, 2018

- Coordinated twelve recruitment events for hundreds of prospective members to advertise a philanthropic organization.

Ann Taylor Loft

Philadelphia, PA 2018 - 2021

Sales Associate

- Enforced the Loft Core Values of compassion, collaboration, and community delivered with dignity, innovation and excellence to ensure that the store is a safe environment for all clients.