

# GABRIELLE PICCIRILLI, M.A.

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## EDUCATION

**Master of Communication**, Villanova University / Villanova, PA | GPA: 3.96

- Publication: 2026, "An Author's Voice and the "Wounds That Speak: Creative Writing as Emotional Processing and Public Communication " *CONCEPT* Interdisciplinary Journal, 49<sup>th</sup> edition, ISSN: 3069-986X

**Graduate Certificate in Strategic Communication**, Villanova University / Villanova, PA | GPA: 3.96

**Bachelor of Public Relations and Advertising**, Villanova University / Villanova, PA | GPA: 3.92

- Double Minor: Writing and Rhetoric, Creative Writing | President of Lambda Pi Eta Communication Honor Society | Study Abroad: Rome, Italy, Belfast, Northern Ireland
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## RELEVANT EXPERIENCE

*Marketing Intern*, **Diamond and Associates**, Philadelphia, PA *Jan 2026-Present*

- Lead development, pitch, and implementation of an original marketing and communications plan, including digital content strategy and conference merchandising, to expand brand awareness and engagement
- Write, design, and schedule weekly LinkedIn content, producing the page's highest-performing posts and driving a 10x+ increase in engagement (from 1-2 likes to 15-30 likes and 4-5 reposts per post)
- Deliver strategic recommendations to enhance brand visibility and conduct competitor market analysis, contributing to a 10% increase in clients

*Social Media Coordinator (Contract)*, **Goodness Bowls**, Villanova, PA *Mar 2026-Apr 2026*

- Produced 3-4 weekly short-form videos and polished photo posts across Instagram, TikTok, and Facebook, leveraging trends and strategic messaging to support marketing goals
- Managed monthly content calendar, including concept development, shoot scheduling, and publishing cadence to ensure consistent brand visibility
- Tracked and analyzed social media KPIs (reach, engagement rate, saves, shares) to optimize content strategy and support data-driven marketing decisions

*Media and Public Relations Apprentice*, **Grithaus Agency**, Philadelphia, PA *Aug 2025-Dec 2025*

- Built and maintained 5 targeted media lists of 100+ contacts to support campaigns
- Drafted press materials, including pitches and thought-leadership content for clients
- Distributed press releases to expand client visibility, landing target publications and Tier 1 coverage
- Monitored media coverage, gathered analytics through Muck Rack and created weekly coverage reports
- Conducted industry and competitor research to inform media strategies and uncover coverage opportunities

*Strategic Writing and Design Intern*, **American Heart Association**, Remote *Jan 2024-Aug 2024*

- Wrote 9 editions of newsletter for 3,300+ employees, blending science and pop culture to increase readership
- Designed 20+ slide decks, infographics, flyers, and 1-pagers using Adobe Creative Suite and PowerPoint
- Collaborated with national and regional teams to deliver mission-aligned, accessible communications
- Supported communications for *Life is Why* retail campaign, producing 6 deliverables across 4 major partners

*Marketing and Communications Intern*, **Studio Lyn**, West Chester, PA *May 2023-Aug 2023*

- Produced 10+ SEO-driven blog articles marketing, business, and branding to drive traffic and engagement
  - Oversaw 40+ project workflows and coordinated client communication via ClickUp
  - Boosted thought leadership through HARO pitching, earning high-authority backlinks
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## ADDITIONAL EXPERIENCE

- *Graduate Student Night Manager*, **Falvey Memorial Library**, Villanova, PA *May 2025-May 2026*
  - *Literary Agent Intern*, **Langton's International Agency**, Remote *Jun 2025-Nov 2025*
  - *Access Services Technician*, **Falvey Memorial Library**, Villanova, PA *Jan 2022-May 2025*
  - *Managing Editor/Staff Writer*, **Villanova Office of Undergraduates**, Villanova, PA *Nov 2021-Dec 2023*
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## AWARDS

- Graduate Research Prize (Awarded by *CONCEPT* Interdisciplinary Journal, 2026) | Pathos Award for Passionate Service in Communication (Apr. 2025) | 2024 Top 100 Intern in the U.S. (Awarded by WayUp and Yello) | Publication, Wall Street Journal (Apr. 2022) | Villanova University Dean's List (8/8 semesters)
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## SKILLS

- Public/Media Relations, Press Release/Pitch Writing, Crisis Management, Qualitative/Quantitative Research, Creative Writing, Visual/Graphic Design, Video Editing, Social Media Strategy, SEO, Muck Rack, Adobe Creative Suite, Canva, Microsoft Office Suite, Google Workspace, WordPress, Squarespace, Wix