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, Volume 49, 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

RELEVANT EXPERIENCE

Public Relations Assistant, **Ivy Co. Collective**, Tallahassee, FL (Remote) *Oct 2026-Present*

- Execute media relations strategies for 4 hospitality clients across distinct U.S. regions, leveraging targeted media pitching and journalist relationship-building to secure coverage in local publications and outlets
- Develop and maintain 4 targeted media lists to support client campaigns

Marketing and Graphic Design Contractor, **Diamond and Associates**, Philadelphia, PA *Aug 2026-Present*
Marketing Intern, **Diamond and Associates**, Philadelphia, PA *Jan 2026-Aug 2026*

- 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 brand visibility recommendations and competitor analysis, contributing to 10% client growth

Media and Public Relations Assistant, **Peritus Public Relations**, Birmingham, AL (Remote) *Jun 2026-Aug 2026*

- Supported 5 client accounts across tourism, food/agriculture, nonprofit, and entrepreneurship through PR campaign support, media relations, content development, crisis communications and CSR planning
- Drove Peritus' thought leadership and agency marketing efforts by developing content for social media and developing 3 award submissions for global industry recognition
- Executed media relations strategies through targeted pitching, journalist relationship-building and securing coverage with leading publications and broadcast outlets, including live on-air interviews

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 client 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**, Dallas, TX (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

ADDITIONAL EXPERIENCE

- *Access Services Technician/Night Manager,* **Falvey Memorial Library**, Villanova**,** PA *Jan 2022-May 2026*
- *Managing Editor/Staff Writer*, **Villanova Office of Undergraduates,** Villanova, PA *Nov 2021-Dec 2023*

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)

SKILLS

- Press Release/Pitch Writing, Crisis Communications, Qualitative/Quantitative Research, Graphic & Digital Design, Social Media Strategy, SEO, Muck Rack, Meltwater, Adobe Creative Suite, Canva, CMS Platforms