



# GABRIELLA NAGY

CREATIVE STRATEGY + BRANDING + ART DIRECTION

gabcsnagy@gmail.com // +1 831 324 5232

## WORK EXPERIENCE

### **Marketing/Design Intern, The Coda; New York – September 2023 – Present**

Aiding in the branding and marketing of Syracuse's newest student apartment complex. Designing apparel, information fliers and materials, and coordinating publicity events.

### **Brand Ambassador, Alpha Rho Chi Skopas Chapter; New York – September 2021 – Present**

Alpha Rho Chi is a professional co-ed fraternity for students studying architecture and the allied arts. As a member of this organization, I have participated in career events, educational workshops, and philanthropy initiatives. I was elected Brand Ambassador, for which I create designs and graphics for the organization's social media and public announcements and serve on the e-board.

### **Photographer, Jerk Magazine; New York – September 2021 – Present**

This is my second semester as a member of Jerk Magazine. I was selected as a photographer for the print magazine edition and look forward to creating visuals with the rest of the team.

### **Store Specialist, Clean Market; New York – June 2023 – August 2023**

Worked in the downtown New York City NOHO location to provide customers insight on retail wellness products and services offered such as IV drips, intramuscular booster shots, and hot and cold therapies, as well as provided receptionist services such as booking appointments.

### **Sales Associate, Anthropologie; California/New York – June 2021 – August 2023**

Working at Anthropologie was not just a retail work experience, but an opportunity to be immersed into a creative, design-oriented, and multi-functioning workplace. I built upon skills in customer service as well as learned about efficiency, product and set design, and textiles.

### **Graphic Design, DedCool; Remote – May 2022**

Created graphics for social media relating to their new 'Dedtergent' product line. Was assigned a brief, to which I created story assets that aligned with the company's existing branding.

### **Writer, Good Life Magazine; New York – February – May 2021**

The Good Life Magazine, a student-run, on-campus magazine at Syracuse University focuses on the community, positivity, and art. As a writer on the team, I focused on on-campus dining, specifically on sustainability. The article was then published in our Spring Issue at the end of the semester.

### **Communications Intern, Harden Ranch Plaza; California – June – August 2020**

Helped create marketing strategies for Harden Ranch Plaza by visiting the shopping center weekly to grasp an understanding of the atmosphere and tenants. Took photos and documented any events or promotions going on in the shopping center and accumulated information into a weekly posting schedule for social media platforms. Then designed individualized posts to promote individual tenants and the shopping center as a whole.

## EXPERTISE

### **Design**

Brand Identity  
Packaging  
Art Direction  
UX/UI  
Advertising  
Creative Strategy  
Copywriting  
Photography

### **Software**

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe XD  
Rhino

### **Other**

Prioritization  
Organization  
Communication  
Collaboration

## EDUCATION

### **Syracuse University**

New York  
August 2020 – May 2024  
Bachelor's Degree; BFA  
Communications Design