

GABRIELLE PICCIRILLI



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West Norriton/Villanova, PA



Portfolio: www.gabriellepiccirilli.com/



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EDUCATION

2024-2026 VILLANOVA UNIVERSITY

- Master of Arts, Communication
- Graduate Certificate in Strategic Communication

2021-2025 VILLANOVA UNIVERSITY

- Bachelor of Arts, Public Relations and Advertising
- Double Minor in Writing & Rhetoric and Creative Writing
- GPA: 3.91, Graduated Summa Cum Laude
- President of Lambda Pi Eta Communication Honor Society
- Study Abroad: Rome, Italy & Belfast, Northern Ireland

2017-2021 POPE JOHN PAUL II HIGHSCHOOL

- High School Diploma
- GPA: 5.72, Valedictorian

SKILLS

- **Technical:** Microsoft Office Suite, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Google Products, WordPress, iMovie, Procreate, Canva, SPSS (proficiency), AP Style, Muck Rack
- **General:** Detail-oriented, skilled writer, effective communicator, concept presentation, team collaboration, creative, social media, strong work ethic

AWARDS

- 2024 Top 100 Intern in the United States (Awarded by WayUp and Yello)
- Villanova University Dean's List (8/8 semesters), Summa Cum Laude
- Publication in Wall Street Journal (Apr. 2022)
- Archdiocese of Philadelphia Archdiocesan Scholar
- Valedictorian of Pope John Paul II Class of 2021

Other Work Experience Includes:

- V.U. Office of Undergraduates, Managing Editor/Staff Writer, *Villanova, PA*.
- Private Writing Tutor, *Villanova, PA*
- Sales Lead/Key Holder, *Francesca's, King of Prussia, PA*

WORK EXPERIENCE

Grithaus Agency, Philadelphia, PA

Media/Public Relations Apprentice

AUG 2025-PRESENT

- Distributing press releases and blog content to target audiences & relevant media outlets & trade publications. Monitoring media coverage & maintaining detailed coverage logs for clients via daily & weekly updates. Researching, building & updating media/press lists to support campaigns. Managing client accounts, including meeting minutes & project tracking. Relevant industry research projects to determine upcoming media relations plans

Langton's International Agency, New York City, NY

Literary Agent Intern

JUN 2025-PRESENT

- Identifying & recruiting new authors by reviewing submissions. Reviewing & evaluating fiction & nonfiction manuscripts for marketability, structure, character development, & writing quality. Preparing detailed reader reports, including loglines, synopses, & editorial feedback to guide agency decisions & determine readiness for submission to major publishers. Conduct comparative title analysis to position manuscripts within publishing market.

Falvey Memorial Library, Villanova, PA

Night Manager

MAY 2025-PRESENT

- Oversee nightly library operations, ensuring smooth service and adherence to university policies. Supervise and mentor a team of undergraduate student workers on circulation procedures, customer service, and safety protocols. Serve as point of contact for evening patrons and address escalated issues for students, faculty, and staff

Access Services Technician

JAN 2022-MAY 2025

- Managing front service desk, processing library materials, pulling requested books from stacks using Library of Congress Classification, general customer service and satisfaction, processing interlibrary loans using UPS and EZBorrow systems.

American Heart Association, Remote

Strategic Writing and Design Intern

JAN-AUG 2024

- Wrote engaging and informative editions of the award-winning internal newsletter, Chalkboard. This staff newsletter combines essential scientific information and resources with pop-culture references to create high readership. Worked with the National Resource Center team to write, design and update internal and external resources (i.e. slide decks, infographics, flyers) through Adobe Illustrator, Adobe InDesign and Microsoft PowerPoint. Worked with a variety of AHA National Center teams to ensure our materials are scientifically accurate and mission-focused.

Studio Lyn, West Chester, PA

Marketing and Communications Intern

MAY-AUG 2023

- Wrote and published marketing, business, and branding-related blog posts for studiolynd.co, using SEO strategies. Created, wrote, and managed social media content (i.e., graphics and reels) for the company Instagram. Project management through ClickUp, client communication, and editorial assistance to design team.

KEY REFERENCES

Madelyn Stillman

Founder and Creative Director of Studio Lyn

"Gabby is an exceptional team member with genuine drive and a diverse skill set. She takes initiative with independent projects while seeking and implementing feedback. During her internship with Studio Lyn, Gabby boosted our digital marketing efforts by creating 10+ blog posts using best on-page SEO practices and initiating our off-page SEO efforts by securing backlinks on high authority websites. She also managed client communication and internal status updates on 40+ design projects per month."

Matt Rountree

National Senior Staff Effectiveness Lead at American Heart Association

"Whether it be with her writing style or her presence in meetings, Gabby is an effective communicator who listens and engages with our team. She strikes the perfect balance between professionalism, kindness, and humor. She has demonstrated that she is quick to adapt to any project set before her. When there are edits that need to be made, she responds very positively to feedback and asks good questions to show that she understands the objective. She has done an exceptional job in maximizing her day to finish projects on time (and in several cases, ahead of time). Her organizational skills and her quality of work are top-notch."