



# DANIELLE GOSDA

Art Director

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daniellegosda.com

## EDUCATION

### Fashion Institute of Technology 2017

BFA: Advertising Design  
Minor: Creative Technology

### Fashion Institute of Technology 2015

AAS: Communication Design

## SOFTWARE & PLATFORMS

Adobe Creative Suite  
(Ai, Ps, In, Ae, Pr)  
Google Suite  
Microsoft Office

Instagram  
Facebook  
TikTok  
Threads  
YouTube

## WORK EXPERIENCE

### 10Pearls Studio (formerly Likeable Media)

Senior Art Director November 2021–Present

Art Director November 2020–November 2021

- Concepted, designed, and art directed evergreen and paid social media content for various brands
- Art directed, styled, directed, and oversaw production for photo and video shoots
- Managed a junior art director and led production and post production team members across projects

### Digitas Health

Senior Art Director September 2020–November 2020

Art Director September 2018–September 2020

Associate Art Director August 2017–September 2018

- Concepted, designed, and produced social media content for an unbranded support network for those living with multiple sclerosis and their loved ones
- Designed print and digital marketing materials for consumers across two MS medications
- Worked on new brand launches and participate in multiple new business pitches

### BARKER

Art Director Intern June 2017–August 2017

- Designed and concepted print and digital marketing materials for brands including Miele, WaffleWaffle, SlimFast, and Petro

### Ogilvy & Mather

Creative Intern February 2017–May 2017

- Concepted and created IKEA social media content

### Digitas Health

Freelance Associate Art Director August 2016–January 2017

- Concepted and designed spec work for pitch tactics
- Lead desig of template for website migration

Creative Art Intern June 2016–August 2016

- Concepted and designed for pitches and social content
- Won first place in Publicis Health intern competition

## AWARDS

Bronze Pencil | IKEA 2017 “Oddly IKEA”

Winner in Humor | Shorty Awards “FU 2020”

Gold Winner | Ava Digital Awards “Giant Food TikTok”