

# DANIELLE SOBEL

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## EDUCATION

**The New School**, New York, NY Present  
*Masters of Fine Arts in Design and Technology*  
**Pennsylvania State University**, University Park, PA May 2014  
*Bachelor of Arts in Drawing and Painting*  
*Minor in Art History*  
**Studio Arts Centers International (SACI)**, Florence, Italy January 2013 - June 2013

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## WORK EXPERIENCE

**Quadrant 4 Systems Corporation**- 355 Madison Avenue, New York, NY May 2016 – August 2016  
*Marketing and Design Intern*

- Worked to support marketing and sales efforts for each of the company's business divisions.
- Arranged email and landing page creation for "marketing pushes" for various brands.
- Designed and developed case studies, white papers, brochures, folders and inserts, and presentations.
- Organized event collateral (design of banners, giveaways, tablecloths).
- Enhanced online presence through posts on social media channels or corporate or product website updates.
- Contributed to content marketing including research and writing.
- Assisted to conferences and other event coordination.

**TVibes**- Tel Aviv, Israel October 2015 - January 2016  
*Marketing and Design Intern*

- Provided graphical support for blogs, websites, and social media to promote the company.
- Brainstormed innovative concepts and ideas for branding.
- Designed landing pages, iOS and Android applications, presentations, banners, and emails.

**OMGwhen** ([omgwhen.com](http://omgwhen.com))- Tel Aviv, Israel August 2014 - August 2015  
*Graphic Designer*

- Designed and researched how to create visual language for company website.
- Produced the first landing page and additional web pages.
- Used a consistent visual language to format e-mails and the company's printing needs.
- Collaborated with the web development team to ensure technical feasibility and correct design implementation.

**Breezemont Day Camp**- Armonk, New York Summer 2009 - Summer 2014  
*Art Specialist*

- Taught ceramics, painting, sculpture, and jewelry making.
- Created projects that engaged children ages 3-12.

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## SKILLS

**Design** - Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Sketch, Webflow, Unity, OpenFrameworks  
**Code** – HTML, CSS, JavaScript  
**Languages** - English, Hebrew, and Italian

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## INTERESTS

**Multiple Sclerosis Society**, Manhattan Chapter 2013 - Present  
**Alpha Delta Pi Sorority** 2011 - Present