

Gabrielle DiTrapani

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EDUCATION

University of Wisconsin-Madison
Bachelor of Science in Consumer Behavior and Marketplace Studies
Certificates in Graphic Design, Digital Studies
GPA: 3.75
Coursework: Introduction to Retail, General Business, Consumer Happiness, Introduction to Digital Forms (Artwork from class was published and posted in the School of Human Ecology Art Exhibit and website), Consumer Finance, Retail Leadership Symposium, Introduction to Digital Media Production

RETAIL-MARKETING EXPERIENCE

Krupp Group
Public Relations Intern NY, NY
June 2025 - August 2025

- Support VIP teams on all product categories, including ready-to-wear, jewelry, accessories, assist with sample tracking, new sample inventory and gifting initiatives, conduct daily searches of magazines, blogs, and entertainment-related media outlets for celebrities wearing represented brands, undertaking general administrative duties, and data entry tasks using Microsoft Suite, Launchmetrics Fashion GPS, and Photoshop

Madison Marketing
Selected Member Madison, WI
February 2025 - Present

- Selected from a highly competitive pool of 176 applicants to join a final class of 25 members. Develop marketing and professional skills, including client relationship management, persuasive presentation skills, and workplace communication, through comprehensive workshops and events
- Work on a team of 5 to design a comprehensive brand identity package, including name options, logo designs, color palettes, typography choices, and a brand guideline document. Create communication materials such as brochures, flyers, digital marketing assets, and Instagram templates, while refining the brand mission, identifying target audiences, and modernizing typography and color schemes for a cohesive brand presence

Chi Omega, Nu Chapter
Apparel Director Madison, WI
December 2024 - Present

- Created merchandise, designs and specialty clothing for Chi Omega Sorority. Took charge of this leading role as the director of apparel through monthly clothing drops, meetings, and specific products for events

Blue Revival Denim
Marketing Intern NY, NY
June 2024 - August 2024

- Worked on-site 3 times a week as a marketing intern, created online graphics for the Instagram page and website, shot and created content with the brand, and actively engaged with and excelled in applications such as Photoshop, Canva and Adobe

A-List
Social Media Coordinator, Sales Associate Cedarhurst, NY
November 2023 - March 2024

- Created and posted graphics daily for the Instagram page, networked with potential clients online, and used social media to explore brand identity and provide a form of community to its shoppers

ADDITIONAL

Language Skills: Proficient in Spanish - Received a Seal of Biliteracy
Volunteer Experience: Volunteered for the Nassau Suffolk Autism Society of America (NSASA) for 6 years, was awarded volunteer of the month, and organized/participated in fundraisers to increase autism awareness and support; Recruited volunteers.
Honors & Awards: Published artwork in the School of Human Ecology Art Exhibition January, 2025; Dean's List Spring 2024, Fall 2024