



GINA AMSELLEM, M.S. IMC
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WVU | Master of Science 2023
Integrated Marketing Communications
PSU | Bachelor of Design 2014



YOU'LL ALWAYS FIND ME AT THE CENTER OF IMAGINATION™

SKILLS:

- Creative Ideation
- Taglines/ Copy
- Adobe Suite
- Integrated Marketing
- Information Gathering
- Visual Merchandising
- Deck Design
- PowerPoint
- Google Slides
- Campaign Development
- Creative Problem Solving/ Strategy
- Commercial/ Character Voice Over

INTEGRATED MARKETING MASTER'S, CREATIVE STRATEGY SPECIALIZATION | WVU, NYC 2021-2023

- Graduate of the 11-course Integrated Marketing Communications program with a 4.0 GPA and a specialty in Creative Strategy.
- Relevant courses include Creative Strategy and Execution, Digital Storytelling, Brand Equity Management, Content Marketing, Advanced Creative Concepts, Marketing Research and Analysis, Audience Insight, Emerging Media and the Market, and Capstone.
- Capstone included producing a final comprehensive Integrated Marketing campaign plan and deck for a major existing brand; conducting extensive research, brand positioning, defining and deploying SMART objectives, strategies, and tactics, establishing budget and evaluation planning, as well as conceptualizing and designing touchpoint creative assets for the entire campaign.
- Ideated, developed, and crafted 7 campaign plans and pitch decks based on thorough research, analysis, and insights for multiple brands across a wide breadth of categories ranging from small businesses to major global brands.

INTEGRATED MARKETING IDEATOR | MEDIACOM, NYC 2017-2020

- Worked on RFPs and the development of current and new business proposals for 30+ brands. Provided ideas and innovative marketing solutions aimed to strengthen brand awareness, affinity, reach, and growth grounded in relevant key insights and data for social, integrated, and experiential marketing executions.
- Communicated and presented original creative marketing concepts internally and externally through the use of clever headlines, highlighted insights, comprehensive idea summaries, and supporting visuals.
- Led 10+ person brainstorming sessions and participated in countless brainstorming sessions ranging from 2-5 person creative sessions, 20+ sessions with creatives, analysts, media experts and brand leads, to more exclusive 10+ person new business pitch and planning brainstorming sessions with C-suite executives.
- Contributed to an award winning social brand by ideating, planning, and art directing a 1 day video shoot for a 500+ property hospitality brand.

GRAPHIC DESIGNER | MEDIACOM, NYC 2017-2020

- Designed, organized, and edited a multitude of proposals, decks, and presentations with their distribution ranging from small 5+ member teams to 500+ member companies and organizations.
- Ideated and designed video and static image posts for organic and paid social media for 10+ brands. Wrote taglines, post copy, and assisted with community management when needed.
- Designed kinetic typography branding templates for 5,000+ person company and participated in multiple company video projects in front of the camera for internal and client-facing audiences.

DMI INTERNATIONAL MARKETING | L'ORÉAL, NYC 2017

- Worked closely with a 2 person team on the organization and design of an experiential Maybelline boutique and merchandising wall for the annual WWM in Paris.
- Storyboarded and designed 3+ aesthetic videos to be played on banner and floor to ceiling screens across and around the boutique.
- Contributed to strategic and marketing brainstorming sessions for Maybelline and Essie. Internally pitched experiential marketing concepts, designs and taglines and worked closely with vendors to edit their renderings of my ideas.
- Named close to 10 nail polishes for the Essie brand, that were produced and sold for 5+ years.

GRAPHIC DESIGNER | GLOW INTERACTIVE, NYC 2014-2016

- Ideated, designed and wrote copy for Shorty Award winning social campaign; Shorty Award Gold Distinction in Photography + Graphics for Hulu, The Mindy Project Season 4.
- Digital marketing ideation and social media content creation for 10+ clients. Idea deck organization and design for existing and potential client pitches. Contributed to countless brainstorming sessions for 20+ existing and potential clients.
- Produced 500+ pieces of social content for 5 TV networks and 3 streaming services. GIFs, cinemagraphs, animated/ still quote cards and videos, filters and stories were created for Twitter, Facebook, Instagram and Snapchat.
- Designed live-tweeting graphics, videos and GIFs for 5+ premieres/ special events in real time and quickly delivered personalized and relevant creative to celebrities/ fans on social media to engage in ongoing social conversation.