

Gabrielle DiTrapani

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EDUCATION

University of Wisconsin-Madison | Madison, WI — Expected June 2027

- Bachelor of Science: Consumer Behavior and Marketplace Studies; Certificates: Graphic Design, Digital Studies
- GPA: 3.75 (Deans List Spring 2024, Fall 2024)
- 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, Financial Coaching, Economics, Statistics, Introduction to Digital Media Production.

RETAIL-MARKETING EXPERIENCE

A-List | Cedarhurst, NY/Remote — Winter - Spring 2024

Social Media Coordinator, Sales Associate

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

Blue Revival Denim | NY, NY — Summer 2024

Marketing Intern

- 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
- Engaged with and excelled in applications such as Photoshop, Canva and Adobe

The Vault | Madison WI — Fall 2023 - Present

Marketing Committee

- An organization that acknowledges and celebrates the business, technological, and marketing aspects of the fashion industry
- Created graphics and designs for social media platforms

Habits 365 Greek | Madison, WI — Present

Campus Marketing Intern

- Building connections with sororities and fraternities to identify their apparel needs
- Working with Greek organizations to create custom designs for events and special occasions whilst simultaneously coordinating orders to ensure a smooth process from design to delivery

Chi Omega, Nu Chapter | Madison, WI — Present - Winter 2025

Apparel Director

- 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 and specific event product

Krupp Group | NY, NY — Part-time Summer 2025

Public Relations Intern

- 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
- Data entry tasks using Microsoft Suite, Launchmetrics Fashion GPS, and Photoshop

ADDITIONAL INFORMATION

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. Received a Seal of Bilingualism in Spanish was a part of Student Government throughout high school. An avid source of fundraising for Make-A-Wish and participated in a sorority-ran fashion show for local children impacted by the organization called *Walk-It-Out* to raise money; In total raised over \$12,000.