

DANIELLE KRUCHOWY

Graphic Designer & Creative Strategist

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PROFESSIONAL EXPERIENCE

Video Investment Associate – Havas Media Group

OCT 2022 TO PRESENT | NEW YORK, NY

- Assist with all aspects of TV commercial buys: Upload paid units into software systems, allocate inventory, monitor impressions, and resolve billing discrepancies
- Communicate with networks to negotiate strategic audience deficiency unit packages
- Request, organize, and proof analytical information needed for quarterly audits

Production Artist – Julie Vos

JAN 2022 TO OCT 2022 | NEW YORK, NY

- Created branded sales sheets, guidelines, and documents for up to 1,200 retail-partners
- Designed emails and web banners as part of monthly marketing campaigns
- Maintained B2B website with updated images, collections, and copy
- Collaborated with sales team to fulfill wholesale accounts' seasonal advertising requests
- Analyzed email marketing metrics; Presented findings at monthly executive meetings

Marketing Coordinator – Hearst Magazines: Oprah Daily

JUL 2021 TO JAN 2022 | FREELANCE | NEW YORK, NY

- Prepared 150+ informational pamphlets for executive briefings on products and vendors
- Coordinated with global brands to manage and complete full sample request process
- Conducted product research and built out presentation materials for monthly article features
- Maintained industry contact list, monitored emails, and logged expenses for Market Director

Graphic Designer – LDR Healing

NOV 2020 TO MAR 2022 | FREELANCE | NUTLEY, NJ

- Developed brand through the design of social media graphics and web icons
- Managed media calendar, posted content, and engaged with targeted audiences
- Wrote social media captions using consistent language, tone, and messaging
- Directed and completed re-design of the Squarespace website and business card

Social Media Strategist & Designer – East Village Physical Medicine

JUN 2020 TO APR 2021 | FREELANCE | NEW YORK, NY

- Directed, researched, and planned content for Instagram and Facebook
- Designed graphics from start to finish, generating 3-5 posts and 15+ stories per week
- Developed branding elements including color palettes, fonts, and illustration style
- Managed online interactions with medical practices, businesses, and prospective patients

Marketing Intern – Energy Improvement Corporation

JUN 2020 TO OCT 2020 | KATONAH, NY

Graphic Design Intern – Roost Studios & Art Gallery

SEP 2017 TO DEC 2019 | NEW PALTZ, NY

Visual Communication Intern – Konnettiamo

SEP 2018 TO DEC 2018 | FLORENCE, ITALY

EDUCATION

The State University of New York at New Paltz

MAY 2020 | NEW PALTZ, NY

Bachelor of Fine Arts, Graphic Design

Bachelor of Arts, Psychology

Minors: Art History, Communication

GPA: 3.79, Magna Cum Laude

Florence University of the Arts

AUG 2018 TO DEC 2018

FLORENCE, ITALY

Study abroad program focused on
graphic design & art history;

Completed 120-credit hour internship

SOFTWARE PROFICIENCY

Adobe Creative Suite: Illustrator,
InDesign, Photoshop, After Effects, XD

Microsoft Office: PowerPoint, Word, Excel

Canva, Sketch, MailChimp, Klaviyo,
Asana, Wix, Squarespace, Shopify,
Google Suite, Qualtrics, Salesforce

RESEARCH EXPERIENCE

BFA Senior Thesis Project

SUNY NEW PALTZ

SEP 2019 TO MAY 2020

Developed and conducted an
HREB– approved survey.

Analyzed the data, provided written
context on the findings, and

designed a 90-page visual
booklet displaying all information

PROJECT LINK HERE