

DANIELLE KRUCHOWY

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Portfolio: www.daniellekruchowy.com
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Highly motivated marketing professional with 4 years of experience across the health & wellness, luxury goods, and arts industries, eager to secure a full-time position with an established company that values innovation, creativity, and growth. Seeking a dynamic and challenging marketing role where I can utilize my analytical, creative, and interpersonal skills to develop successful marketing strategies, drive growth, and exceed business expectations.

EDUCATION

Rutgers Business School

Mini-MBA: Digital Marketing / Credit-bearing, graduate level certification program

Expected Completion: AUG 2023

The State University of New York at New Paltz

Bachelor of Fine Arts, Graphic Design • Bachelor of Arts, Psychology
Minors: Art History, Communication Studies

MAY 2020 | New Paltz, NY

GPA: 3.79, magna cum laude

Florence University of the Arts

AUG 2018 to DEC 2018 | Florence, Italy

PROFESSIONAL EXPERIENCE

Media Associate – Havas Media Group

OCT 2022 – MAR 2023 | New York, NY

- Delivered video assets and marketing collateral from creative agencies to over 50 vendors within specified timelines
- Optimized media placements, resolved changes, and ensured effective campaign delivery through clear communication with vendors
- Analyzed media performance metrics and compiled comprehensive bi-weekly internal and client-facing summary reports
- Reconciled over 100 billing discrepancies per month in collaboration with internal finance departments and external vendors

Production Artist & Creative Coordinator – Julie Vos

JAN 2022 – OCT 2022 | New York, NY

- Implemented an e-mail metrics tracking system and provided insights to executives to inform digital marketing campaign strategies
- Designed weekly wholesale e-mails, which achieved an above-industry average open rate of 51% and generated \$3 million annually
- Executed specialty event and seasonal advertising requests for up to 1,200 retail partners and managed full proofing processes
- Revised external-facing sales sheets, guidelines, documents, and catalogs, ensuring all materials adhered to brand guidelines
- Created web banners and maintained the B2B Shopify website with updated graphics, imagery, collections, and copy
- Archived all in-progress and final design files on shared drives, maintaining meticulous organization across internal departments

Marketing Coordinator (Contract) – Hearst Magazines, Oprah Daily

JUL 2021 – JAN 2022 | New York, NY

- Produced over 150 informational pamphlets for executive briefings on products and vendors in support of special projects
- Managed the end-to-end sample request process and maintained close relationships with over 100 global brands
- Conducted product research on top beauty and fashion brands and compiled information in presentations for editorial review
- Maintained dynamic industry contact lists, monitored emails, logged expenses, and managed calendars for the Market Director

Brand Designer (Contract) – East Village Physical Medicine

JUN 2020 – APR 2021 | New York, NY

- Directed, researched, and designed static and animated B2C social media content, generating 5 posts and 30 stories per week
- Crafted compelling social media captions, ensuring consistency in language, tone, and messaging for effective B2C communication
- Managed media calendar, curated daily Instagram content, responded to inquiries, and engaged with targeted audiences
- Developed comprehensive visual branding strategies including color schemes, typography, and illustration styles

Graphic Design Intern – Roost Studios & Art Gallery

SEP 2017 – DEC 2019 | New Paltz, NY

- Designed all marketing material for the 2019 Holiday Gala, resulting in fully booked studio space and maximum artist registration
- Created rack cards, flyers, brochures, posters, social media content, and web graphics for monthly art shows and gallery events
- Communicated with external vendors to order printed materials, ensuring specs, quantity, and timelines were adhered to

INTERNSHIPS

Marketing Intern – Energy Improvement Corporation

JUN 2020 – OCT 2020 | Katonah, NY

Visual Communication Intern – Konnettiamo

AUG 2018 – DEC 2018 | Florence, Italy

Graphic Design Intern – HITS, Inc.

MAY 2018 – AUG 2018 | Saugerties, NY

SOFTWARE PROFICIENCY

Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects, XD, Acrobat • Microsoft Office: PowerPoint, Word, Excel, Sharepoint, Outlook • Google Suite: Slides, Sheets, Docs, Analytics • Canva • Sketch • Figma • Klaviyo • MailChimp • Hootsuite • Asana • Notion • Trello • Wix • Shopify • Squarespace • Qualtrics • SurveyMonkey • salesforce • Hubspot • Instagram • Facebook • Mac OSX • PC