



DANIELLE GOSDA

Art Director

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daniellegosda.com

EDUCATION

Fashion Institute of Technology 2017

BFA: Advertising Design
Minor: Creative Technology

Fashion Institute of Technology 2015

AAS: Communication Design

SOFTWARE & PLATFORMS

Adobe Creative Suite
(Ai, Ps, In, Ae, Pr)
Google Suite

Instagram
Facebook
TikTok
Threads
YouTube

WORK EXPERIENCE

Likeable Media

Senior Art Director | Nov 2021–Present

Art Director | Nov 2020–Nov 2021

Concepted, designed, and art directed evergreen and paid social media content for various brands

Art directed, styled, directed, and oversaw production for photo and video shoots

Managed a junior art director and lead teams of designers and studio team members across projects

Digitas Health

Senior Art Director | Sept 2020–Nov 2020

Art Director | Sept 2018–Sept 2020

Associate Art Director | Aug 2017–Sept 2018

Concepted, designed, and produced social media content for an unbranded support network for those living with multiple sclerosis and their loved ones

Designed print and digital materials for consumers across two MS medications

Worked on new brand launches and participate in multiple new business pitches

BARKER

Art Director Intern | June 2017–Aug 2017

Designed and concepted print and digital materials for brands including Miele, WaffleWaffle, SlimFast, and Petro

Ogilvy & Mather

Creative Intern | Feb 2017–May 2017

Concepted and created IKEA social media content

Digitas Health

Freelance Associate Art Director | Aug 2016–Jan 2017

Assisted with pitch tactics

Designed template for website migration

Creative Art Intern | June 2016–Aug 2016

Worked on pitch concepts and social content

Won first place in Publicis Health intern competition

AWARDS

Bronze Pencil
IKEA 2017
“Oddly IKEA”

Winner in Humor
Shorty Awards
“FU 2020”

Gold Winner
Ava Digital Awards
“Giant Food TikTok”



DANIELLE GOSDA

Art Director/Designer

To whom it may concern,

My name is Danielle Gosda and I'm a motivated, young art director looking to join the team at WeWork.

My background combines three years of experience creating compelling campaigns for a variety of clients. I currently work in the healthcare space, where I have conceptualized, designed, and produced materials for social media, print, and digital use. I have also gained experience in a managerial role, overseeing freelance junior talent.

To tell you a little bit more about myself, here is what I value prompted by what you value:

Inspired

I knew I wanted to work in advertising when I was seven years old because a cotton ball inspired me to write a jingle (even though I became an art director).

Entrepreneurial

Besides going door to door to sell Girl Scout Cookies at 11, I aspire to open an Etsy shop one day, which I swear will happen.

Authentic

I will be honest and transparent in saying that one thing that really helps make this job appealing is the promise of a trendy office space.

Tenacious

Staying up until an hour before a presentation to hand make gift boxes for my clients—that's my brand of passion.

Grateful

My favorite phrase both to hear and to say is "Thank you".

Together

I want to be a part of the We in WeWork.

If you feel I would be a good fit for the team, I would love to hear from you.

Sincerely,
Danielle Gosda