

Gabriele Candela

Long Island, NY | gabcandela3@gmail.com | www.gabrielecandela.com

EDUCATION

S.I. Newhouse School of Public Communications at Syracuse University

June 2023

Syracuse, NY

Master of Arts in Advertising

State University of New York (SUNY) at Oswego

May 2022

Oswego, NY

Bachelor of Arts in Public Relations

Bachelor of Arts in Graphic Design

EXPERIENCE

Elementary Art Teacher

Aug. 2024 – Jun. 2026

South Shore Charter School | Central Islip, NY

- Designed and implemented K–3 art curriculum, developed engaging units, scripted detailed lesson plans, and created standards-aligned projects that fostered creativity and skill development.
- Collaborated with enrichment and classroom teachers to integrate art across disciplines, supported school-wide initiatives, and enhanced student learning through projects.
- Led school beautification efforts by curating student artwork for hallway displays and decorated for events, contributing to a vibrant and inspiring school environment.

Content and Branding Coordinator

Sept. 2025 – Jun. 2026

South Shore Charter School | Central Islip, NY

- Created platform-native photo, video, and graphic content for Instagram Reels, YouTube, X, LinkedIn, and Facebook using Adobe Creative Suite, Canva, and CapCut to increase brand visibility and audience engagement.
- Developed and executed social media content strategies by creating branded assets and producing short-form video content tailored to audience behavior and platform trends.
- Collaborated with faculty, staff, and students to produce authentic visual storytelling content that showcased school culture, strengthened brand identity, and supported enrollment initiatives.

PR Coordinator

Jan. 2024 – Aug. 2024

Bay to Bay Communications | Remote

- Supported strategic PR initiatives for fintech and edtech clients, including Spade, Pinwheel, and Goodnotes, by drafting compelling press releases, briefing documents, and media materials.
- Pitched story ideas and secured media coverage by identifying relevant reporters and tailoring outreach to align with client narratives and media interests.
- Developed and maintained targeted media lists to support client launches, announcements, and ongoing outreach, ensuring coverage in relevant industry outlets.

SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign

Google Suite – Microsoft Suite

MRI Simmons – Global Web Index

CERTIFICATIONS

Google AI Essentials