

Gabriele Candela

Long Island, NY | gabcandela3@gmail.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 - Present

South Shore Charter School

Central Islip, NY

- Design and implement comprehensive K–3 art curriculum, developing engaging units, scripting detailed lesson plans, and creating age-appropriate, standards-aligned projects that foster creativity and skill development.
- Collaborate with enrichment and classroom teachers to integrate art across disciplines, support school-wide initiatives, and enhance student learning through interdisciplinary projects.
- Lead school beautification efforts by curating student artwork for hallway displays and decorating for events, contributing to a vibrant and inspiring school environment.

Branding & Content Coordinator

Sept. 2025 - Present

South Shore Charter School

Central Islip, NY

- Create and edit photos, videos, and graphics for social media (Instagram, X, LinkedIn, Facebook, YouTube) to boost visibility and engagement.
- Design visual materials and displays across campus to strengthen brand identity and attract prospective families.
- Collaborate with staff and students to produce content that highlights school culture and supports enrollment growth.

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, XD

Google Suite - Microsoft Suite

MRI Simmons - Global Web Index