



# EVETTE GABRIEL

eve.gabriel.villella@gmail.com • 724 462 8775 • www.EvetteGabriel.com

## EXPERIENCE

### 2014-PRES **Manager Content Marketing & Design** Nielsen Catalina Solutions

- Translating technical product information and client deliverables into effective sales, training, and marketing content, for both internal and external audiences, that drives meaningful leads and measurable results.
- Offering valuable insight on our contents message and delivery, through the use of info-graphics and visual narrative, that serve to increase the contents appeal, viewer comprehension, brand awareness and competitive positioning.
- Evaluating and delivering Go-To-Market strategy for communicating new product capabilities, and processes.

### 2013-2014 **Adjunct Professor** La Roche College & Douglas Education Center

- Teaching Computer Graphics and illustration courses covering Adobe Photoshop, Illustrator, and Bridge CC.

### 2007-2013 **Artistic Design Manager** National Network of Digital Schools

- Supervised a team of 4 designers, 3 illustrators and 1 programmer to produce print, online, and mobile products for both the Education and Trade markets.
- Designed trade show booths, print advertisements, and various marketing materials for NNDS and charter school clients.
- Contributor in the rebranding of Little Lincoln and Lincoln Interactive, an EK-12 curriculum.
- Spearheaded the adaptation of printed storybooks into storybook apps for the iPad, enabling my company to sell in a previously unavailable market.

### 2005-2006 **Editorial Illustrator** Pittsburgh Tribune Review

- Concepted and produced illustrations daily for all sections of the newspaper in a variety of styles.
- Awarded the Pennsylvania Newspaper Association Keystone Press Awards: 1st Place Distinguished Visual - 2006

### **Independent Illustrator & Designer**

- Leading a team of independent contractors to adapt nationally syndicated comic series Oh, Brother! to iOS.

## ORGANIZATIONS

### 2013-2015 **President** Pittsburgh Society of Illustrators

- Providing leadership to our 160+ member organization.
- Key decision maker and organizer of monthly speaking, workshops, and networking events.
- Reporting quarterly to the Board of Directors
- Lead the planning of our Business of Illustration Speaking Series, which includes 11 events per year.
- Restructured and implemented modern administrative tools and practices within the organizational leadership.
- Worked with the Vice-President to secure grant funding and member-backed fundraising to support the development of a new PSI website launching in 2015.
- Membership numbers have continued to grow and existing member retention remains high during my presidency.
- Provided leadership in the planning of the *Art for a Hire Purpose*, Exhibition 2013 at the Art Institute of Pittsburgh.

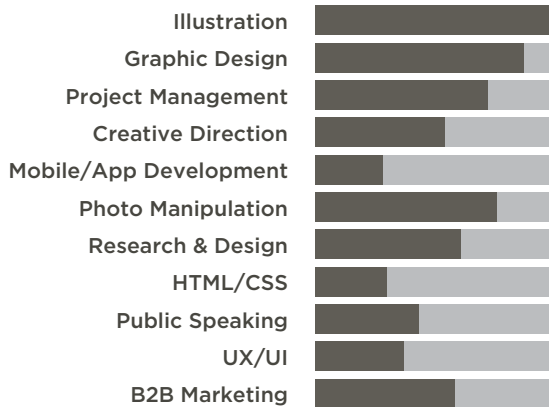
### 2012-PRES **Full Member** AIGA Pittsburgh

- 2014-present
- Invited by chapter President Doris Short to the 2014 AIGA Round-table Discussion.

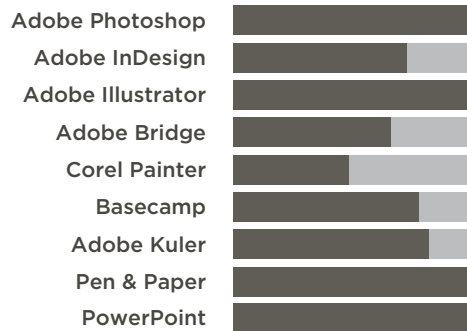
## EDUCATION

- ### 2002-2006 **BFA** Savannah College of Art & Design
- Illustration: major
  - Graphic Design: minor
  - Graduated 2006, GPA 3.9

## SKILLS



## TOOLS OF CHOICE



### Working Knowledge

WordPress, Adobe Edge Reflow, Adobe Acrobat, Adobe Dreamweaver; Adobe Flash; Microsoft PowerPoint; Microsoft Word; Microsoft Excel; Quark

## PUBLICATIONS

### Middle Grade Fiction Novels

#### Illustrator

*Latasha and the Little Red Tornado; Latasha and the Kidd on Keys*  
National Network of Digital Schools; 2011-2013

### Children's Books

#### Lead Illustrator

*The Tales of Midlandia Storybook Series*

*Be a Buddy, Not a Bully; A Healthy Pace; Don't Fear the Doctor; Last but Not Least; Mind Your Manners; Seasons of the Great Tree; Super Dewey; The Perfect Dress; Wilda's General Store Adventure; Buck's Bad Dreams; Builda the Re-bicycler; Just Flash; Nothing but the Truth; Sweet Tooth Bun; The Pirate Koostoe; Twin Trouble; Keeping Your Cool; Sensei's Garden; The Big Show Showdown; The Missing Toolbox Mystery; The Pride of Midlandia; Beaker's Winter Wonders; Even Inks Need Friends; The First Step*  
National Network of Digital Schools; 2008-2012  
Lincoln Interactive; 2008-2012

### iPad Apps

#### Director

*Oh, Brother! Apps*

- Interactive collection of nationally syndicated comic Oh, Brother!
- Features 243 fun-filled brother and sister comic strips, available in 3 volumes of swipable comic strips, audio tracks and activities.  
Evette Gabriel Design Group, LLC; May, 2015

#### Art Director/Production Designer

*The Pirate Koostoe; Builda the Re-Bicycler; Be a Buddy, Not a Bully*

- Storybook Apps featuring audio tracks, highlighting text, three reading modes, custom animations, hot spots, and discussion questions.  
National Network of Digital Schools; 2011-2012

#### Design and Illustration Selected Clients

Adweek; Triathlete Magazine; Bicycle Times Magazine; Harvest Retail Marketing; Pittsburgh Tribune Review; Pittsburgh Magazine; The City Paper; Bob Weber Jr.; Jay Stephens; Pittsburgh Society of Illustrators; The Wheel Mill; Dirt Rag Magazine; tive; Little Lincoln; Urban Construction Services; Fygment; The Graphics Butler; Starlight Custom Apparel; Michelle Fulton Photography

## PROFESSIONAL REFERENCES

### Ashley Cecil

*Relationship: Ashley and I served together on the Pittsburgh Society of Illustrators' Board of Directors*

Vice President,  
Pittsburgh Society of Illustrators  
646-812-2016  
ashley.cecil@gmail.com

### Michael Scotto

*Relationship: Michael and I were colleagues at NNDS and continue to collaborate on freelance projects.*

Professional Writer |  
Motivational Speaker  
818-636-2965  
michael.a.scotto@gmail.com

### Adam Paulisick

*Relationship: Adam is my current manger at Nielsen Catalina Solutions.*

Senior Vice President, Marketing and Strategy  
Nielsen Catalina Solutions  
646-812-0879  
adam.paulisick@gmail.com