



## CONTACT

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215-687-6200

Los Angeles, CA

## SKILLS

- Adobe Creative Suite
  - \*Photoshop, Illustrator, InDesign, and Premiere
- TV Interviewing
- Social Media Marketing
- Copywriting
- Microsoft Office
- Video Editing
- Branding
- Photography
- XPression
- Inception

## ACTIVITIES

- Delta Kappa Alpha:  
Professional Film Organization
- ATVN SportsScene
- Delta Delta Delta
- OPC alumni



## PORTFOLIO

[gabbypetrone.com](http://gabbypetrone.com)

# GABRIELA PETRONE

## EDUCATION

2019-2025

### University of Southern California

*Masters in Communication Management  
Annenberg School of Communication and Journalism*

### University of Miami

*Bachelor of Science in Communications  
Media Management and Creative Advertising*

## WORK EXPERIENCE

### GRAPHIC DESIGNER

June 2025-Present

*Fox Sports*

- Design high-impact social and editorial graphics across FOX Sports' NFL, College Football, MLB, IndyCar, and Soccer properties, enhancing visual storytelling across platforms.
- Develop visual identities and design systems for editorial content, creating cohesive brand experiences across social and digital platforms.
- Drive design initiatives for the FIFA World Cup, which reached 11 billion views.
- Manage team interns, providing feedback and hands-on design direction.
- Pitch concepts to editors, producers, and designers to elevate social presence through emerging design trends.

### EXPERIENCE & DESIGN GRAPHIC DESIGN INTERNSHIP

Feb 2025-May 2025

*Fox Entertainment*

- Design and produce high quality print and digital materials, ensuring alignment with the FOX brand and its shows across various marketing platforms.
- Assist in organizing and coordinating department events, contributing to smooth execution for internal and external initiatives.
- Collaborate with team members to ensure creative concepts and designs meet project objectives while adhering to deadlines and brand standards.

### ART DIRECTOR & SPORTS REPORTER

Aug 2023-May 2025

*ATVN SportsScene*

- Developed an entire rebrand of the shows logos, visual content, and production quality
- Design still and motion graphics to appear on the live show every week
- Assist the show by performing various production and on air roles
- Interview college athletes and report on performances for multiple sports teams at the university

### DISTRIBUTION MARKETING GRAPHIC DESIGN INTERNSHIP

Sept 2024-Nov 2024

*Fox Corporation*

- Design a variety of engaging graphics for both digital and print media, supporting clients like Hulu and DirecTV.
- Collaborate closely with the distribution team to develop cohesive marketing materials that effectively communicate brand messages and enhance client engagement.
- Contribute to the creative process by brainstorming and implementing design solutions that align with the strategic goals of distribution marketing campaigns.