

# Danielle N. Torricelli

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www.danielletorricelli.com

## Employment » Experience

### MODERN LUXURY MEDIA

JUNE 2011 - PRESENT » CHICAGO, ILL. » MARKETING DESIGNER

- Act as the primary in-book designer, designing advertorials, special section templates and house ads for Modern Luxury brands and partnered clients
- Design other marketing materials, such as eBlasts, in-house promotional materials and event collateral
- Work with other marketing designers to maintain cohesive designs across the department

AUG. 2010 - JUNE 2011 » CHICAGO, ILL. » AD DESIGNER

- Designed ads for a variety of businesses — from bakeries to medical offices — for all 25+ Modern Luxury publications across the country, including ancillary titles such as regional *Interiors* and *Brides* magazines
- Communicated with account coordinators and sales staff to create ads to clients' satisfaction and Modern Luxury standards
- Reviewed and corrected hundreds of ads each month for production errors

### GATEHOUSE MEDIA

MAY 2008 - AUG. 2010 » DOWNERS GROVE, ILL. » PAGE DESIGNER

- Designed tabloid magazines, broadsheet weekly lifestyle pages and special monthly pages in QuarkXPress 7 for the Niche Department of GateHouse News Service
- Acted as art director and photographer, setting up and shooting cover and story images for magazines
- Wrote headline and cover text, as well as edited stories
- Assisted with newspaper redesigns, creating alternative story formats, mastheads, prototypes and templates
- Designed marketing materials for GateHouse News Service products and services

### 22ND CENTURY MEDIA

DEC. 2006 - MAY 2008 » ORLAND PARK, ILL. » PAGE DESIGNER

- Designed two 16- to 32- page weekly community newspapers using InDesign and InCopy CS3
- Worked closely with editors and ad salespeople to determine space availability
- Acted as photo editor – selecting, toning, cropping and adjusting all photos in Photoshop CS3
- Had weekly contact with printer to determine page configurations and resolve any press issues

### CAL STATE FULLERTON DAILY TITAN

AUG. 2005 - MAY 2006 » FULLERTON, CALIF. » PRODUCTION MANAGER, STAFF WRITER

- Sole news designer during the spring 2006 semester for this daily student newspaper
- Published an average of two assignment and beat stories per week as a staff writer for the fall 2005 semester

## Education »

### SCHOOL OF THE ART INSTITUTE OF CHICAGO CONTINUING STUDIES

PRESENT » CHICAGO, ILL.  
Certificate in Illustration

### CALIFORNIA STATE UNIVERSITY, FULLERTON

JAN. 2007 » FULLERTON, CALIF.  
Bachelor of Arts, Communications,  
journalism concentration

## Honors »

### ILLINOIS PRESS ASSOCIATION

- Newspaper design: Honorable mention, 2008
- Single-page design: Honorable mention, 2008

### CAL STATE FULLERTON DAILY TITAN

- Most innovative editor, spring 2006
- Reporter of the week, Nov. 7, 2005

## Skills »

**PROFICIENT IN** Adobe Creative Suite (InDesign, Photoshop, Illustrator), QuarkXpress 7, Dreamweaver, Microsoft Office