GABRIEL LAVELLE

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SUMMARY

Program Manager and Design Lead with 6 years of experience turning ambitious plans into on-time, on-budget execution, from launching new programs to running dozens of live events a year with vendors, staffing, and tight deadlines. Skilled at coordinating vendor and fabrication partners and protecting the intent behind a project from concept through delivery.

PROFESSIONAL EXPERIENCE

Sunburst School of Music

Designer and Content Lead January 2025 - Present

- Developed end-to-end website copy for Sunburst's full site relaunch, developing consistent brand voice across 15+ pages spanning core marketing, program offerings, and company content
- Owned the full production lifecycle for multiple merchandise lines (apparel, stickers, custom packaging), from concept through physical execution and delivery, contributing to $3,000+ in fundraising revenue
- Design event flyers and promotional materials for Sunburst's programs and community events, supporting marketing efforts across print and digital channels
- Manage cross-functional marketing timelines via Asana, coordinating deliverables across social media, web, and physical platforms to ensure on-time delivery

Program Manager December 2019 - January 2025

- Owned end-to-end production of ~35 experiential community events annually, managing vendor partnerships, equipment logistics, stage and booth setup, and contingency planning, while collaborating with leadership on budget allocation to ensure seamless execution under tight timelines
- Drove the end-to-end operational rollout of Music Together, a licensed music education program, scoping requirements, building the implementation plan, and aligning staff to a new curriculum framework to deliver on time and generate $50,000 in revenue within 18 months
- Cultivated stakeholder partnerships with Pittsburgh Public Schools and local organizations, coordinating with community leaders to expand access to programs and live events
- Led people operations for a team of 12 instructors, establishing structured feedback loops to support staff wellness and alignment

Senior Instructor December 2015 - August 2021

- Taught weekly private lessons, early childhood music classes, and a band program for approximately 50 students

EDUCATION

Career Foundry

2023

UX Design Coursework

Indiana University of Pennsylvania

2016 - 2017

Graduate Coursework in Clinical Mental Health Counseling

Slippery Rock University

2010 - 2014

Bachelor of Music in Music Therapy

SKILLS

- **Project & Operations:** Workflow & Process Optimization, Resource & Capacity Planning, Timeline & Contingency Management, Cross-Functional Team Leadership, Vendor & Partner Relations
- **Design & Production:** Print & Physical Packaging Production, Brand Identity & Design Systems, UI/UX Design Principles, Email Campaign & Digital Design, Video Editing & Post-Production
- **Tools & Software:** Asana, Notion, Slack, Google Workspace, Adobe Creative Suite, Figma, Canva