



ISABELLA MAYO

ADVERTISING & PUBLIC RELATIONS SPECIALIST

INTRODUCTION

Go-getter with a passion for storytelling and creating unique brands. Eager to apply my creative skills in a full-time job position.

CONTACT

732.539.3928
isabellamay@gmail.com
<https://isabellamay.wixsite.com/mysite>

EDUCATION

B.A. Advertising and Public Relations
The University of Tampa
Charles University
Cumulative GPA: 3.55/4.00

May 2019
Tampa, FL
Prague, CZ
Cum Laude

PROFESSIONAL SKILLS

Social Media Strategy
Marketing
Web Development
Copywriting

Photography & Editing
Videography & Editing
Media Writing
Branding

PERSONAL SKILLS

Creative Spirit
Attention to Detail
Reliable
Organized

Positive
Team Player
Driven
Story Teller

ACTIVITIES

- @InRichTaste Digital Marketing Blogger and Content Creator
- Advertising & Public Relations Chair of Sigma Delta Tau Sorority, Gamma Pi Chapter 2017
- Recipient of Spartan Scholarship at The University of Tampa
- Brand Ambassador for GetSomeGreek
- Volunteer for Steph's Place in Red Bank, NJ
- Relay for Life
- Volunteer for Easter Seals
- Google Ads Certified

MARKETING EXPERIENCE

DIRECTOR OF SOCIAL MEDIA

Branding Bosses | Aug 2020 - Present

- Design and implement social media strategy for clients
- Research, generate, edit, publish, and share engaging content daily
- Oversee all social media accounts

MARKETING COORDINATOR

Rutgers School of Public Health | Oct 2019 - May 2020

- Develop and maintain aspects of Rutgers SPH's branding, marketing, and communication initiatives.
- Copywrite for social media, The Association of Schools and Programs of Public Health (ASPPH), and the Scarletletter Newsletter
- Create social media and advertising campaigns

DIGITAL DESIGN INTERN

Modern Consulting 360° | Aug 2018 - May 2019

- Create and schedule content for a variety of clients
- Manage client's presence on multiple social media platforms
- Assist in the development of marketing material

ARTISTIC EXPERIENCE

MARKETING COORDINATOR

Lisa Tice Photography | June 2014 - Present (*Seasonal*)

- Assist photo shoots and engage in hands-on experience with a professional portrait photographer
- Curate campaigns and advertisements
- Manage website and social media accounts

COMMUNICATIONS INTERN

Rebecca Minkoff | Jun 2016 - Aug 2019

- Contribute in all facets of the merchandising and creative production process
- Coordinate samples for still life photography and on figure photography
- Assist in functionality of RebeccaMinkoff.com