

# 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

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### EDUCATION

B.A. Advertising and Public Relations	May 2019
The University of Tampa	Tampa, FL
Charles University	Prague, CZ
Cumulative GPA: 3.55/4.00	Cum Laude

### PROFESSIONAL SKILLS

Social Media Strategy	Photography & Editing
Marketing	Videography & Editing
Web Development	Media Writing
Copywriting	Branding

### PERSONAL SKILLS

Creative Spirit	Positive
Attention to Detail	Team Player
Reliable	Driven
Organized	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 Scarletter 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](http://RebeccaMinkoff.com)