

# Isabella Aranda

Designer, videographer, and video game lover.

## Website

<https://isabaellaaranda.com>

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## Phone

+1 (470) 342-1891

## EXPERIENCE

### UGA Research Athens, GA — Graduate Assistant

AUGUST 2023 - MAY 2024

Manages content creation from start to finish, blending videography and photography seamlessly while curating digital content to elevate brand presence and engagement.

Achieved a 92% increase in engagement by implementing innovative social media strategies and design layouts, using Adobe Creative Suite proficiency.

### RippleMatch, — Marketing Intern

JANUARY 2023 - MAY 2023

Created eye-catching graphics to convey brand message effectively.

Utilized diverse growth strategies, including social media, email marketing, and networking, to expand campus awareness while analyzing metrics for improvement.

### Red & Black, Athens, GA — Culture Writing Contributor

NOVEMBER 2022 - MAY 2023

Produced engaging, error-free content through strong writing, editing, and proofreading skills while collaborating with the team to brainstorm fresh stories.

Conducted interviews, including a feature with comedian Demetri Martin, adeptly fostering engaging dialogues to extract insights and build professional relationships.

## EDUCATION

### University of Georgia New Media Institute, Athens, GA — M.A. Journalism and Mass Communications, Emerging Media

2023 - 2024

### University of Georgia, Franklin School of Arts & Sciences, Athens, GA — B.A. Communications

2019 - 2023

## PROJECTS

### Georgia On Your Mind, Season Two — Capstone Project

Developed and launched a new podcast season, "Georgia on Your Mind," overseeing the entire process from ideation to episode publication. Demonstrated expertise in brand design, UX research, interview techniques, Audition editing, digital storytelling, graphic design, social media promotion, and dynamic presentations.

## SKILLS

Videography

Photography

Video & Photo Editing

Graphic Design

Figma

APA Writing

## PROGRAMS

### Adobe Creative Suite

Photoshop, Illustrator, Aftereffects, Premiere Pro, Lightroom, Audition

XCode App Development, UI Design

Visual Studio Code Web Development, HTML, CSS, Javascript, PHP

## LANGUAGES

Spanish

English