

Isabella Aranda

Designer, videographer, and storyteller.

EXPERIENCE

UGA Research Athens, GA — Graduate Assistant, Social Media

AUGUST 2023 - MAY 2024

Managed end-to-end content creation, integrating videography and photography to enhance brand visibility.

Consistently increased website traffic by 5% weekly and improved engagement metrics by 92%.

Designed innovative social media strategies and layouts utilizing Adobe Creative Suite, ensuring cohesive branding and message delivery.

Coordinated content schedules, worked with multiple teams, and ensured projects were completed on time.

RippleMatch, — Marketing Intern

JANUARY 2023 - MAY 2023

Executed social media and email marketing campaigns while managing networking strategies to grow campus awareness.

Analyzed data and adjusted tactics to optimize the performance and effectiveness of campaigns.

Red & Black, Athens, GA — Culture Writing Contributor

NOVEMBER 2022 - MAY 2023

Produced engaging and error-free content through solid writing, editing, and proofreading skills.

Collaborated with the team to brainstorm fresh stories and conducted interviews, including a feature with comedian Demetri Martin.

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, 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.

Website

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<https://linkedin.com/in/isabella-aranda>

SKILLS

Digital Marketing

Social Media, Email Campaigns, SEO/SEM, Analytics

Project Management

Prioritizing Tasks, Managing Multiple Projects, Meeting Tight Deadlines, Budget Management

Content Creation

Videography, Photography, Video & Photo Editing, Graphic Design

PROGRAMS

Adobe Creative Suite Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, Audition

Microsoft Office Excel, Powerpoint, Word

XCode App Development, UI Design

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

LANGUAGES

Spanish

English