

# Isabella Martinez

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## EDUCATION

**University of Georgia**, Athens, Ga.

Dec. 2023

**Bachelor of Arts in Public Relations, Minor:** Political Science **Certificate:** New Media

**Cumulative GPA:** 4.0

**University of North Georgia**, Watkinsville, Ga.

May 2021

President List, Student Leader of the Year

## SKILLS

**Language:** Native Spanish speaker.

**Programming Languages:** HTML, CSS, XCode/SwiftUI.

**Software:** Advanced WordPress, Slack, Sprout Social, Crowdriff, Simpleview CMS; Intermediate Adobe Photoshop and InDesign, Figma; Beginner Adobe Illustrator, QuickBooks.

**Soft Skills:** Time management, organizational, resourcefulness, written and verbal communication, leadership, adaptability, work ethic.

**Technical Skills :** AP Style, beginner Google Analytics, First Aid and CPR Certified.

## RELEVANT COURSEWORK

PR Campaigns, PR Ethics, New Media Capstone, Crisis Communication, Research Insights and Analytics, Public Relations Communication, Native App Development, Web Development, Reporting and Writing, Foundations of Graphic Communication.

## PROFESSIONAL EXPERIENCE

### **New Media Institute**

Athens, Ga.

*Program and Teaching Assistant*

Aug. 2023 – Present

- Aid with the operations of the NMI, the largest certificate and graduate program at UGA, with over 600 students.
- Lead class discussions, grade assignments, and assist with content lectures for NMIX 4200/6200: New Media & TED, an upper-level course with an average of 18 students.

### **Grady College of Journalism and Mass Communication**

Athens, Ga.

*Teaching Assistant – AdPR Summer Academy Camp*

July 2023

- Aided with the instruction of 20 middle and high school camp attendees from around the country as they designed an AdPR campaign for a local non-profit organization.
- Mentored the attendees on topics, such as industry concepts, college applications, life as a college student, networking, and more.

### **Visit Athens – Convention and Visitors Bureau**

Athens, Ga.

*Marketing and Communications Intern*

May. 2023 – Aug. 2023

- Promoted Athens, Georgia as a destination through owned content and media relations.
- Created and scheduled daily social media content, grew organic engagement through short-form video, and drafted and updated blog posts based on SEO strategies.
- Increased social media engagement by 69%, total net audience growth by 279%, and Facebook's post link clicks by 79%.
- Increased short-form video content views on TikTok and Reels by 315%. Created two Reels that reached more than 170K views, with an account average of 10k, and created four out of the top five most watched Reels.

### **Diversity Insurance Agency**

Winder, Ga.

*Agent's Assistant*

Aug. 2017 – Dec. 2021

- Aid an average of 20 customers per day with opening car insurance policies, and making payments and changes to their policy.
- Handled and managed a daily revenue average of \$2000 using QuickBooks.

### **TJ Maxx**

Winder, Ga.

*Associate/Cashier*

Feb. 2021 – June 2021

- Engaged customers with a friendly and helpful attitude when providing product recommendations.
- Advertised the TJX Credit card to all customers. Achieved the expected 1% application rate.
- Processed returns and purchases of \$500+ with cash, credit cards, and gift cards in a fast-paced environment.

### **Barrow County School System**

Winder, Ga.

*Communication Department's Intern*

Sept. 2019 – Dec. 2019

- Monitored and analyzed Barrow County's media coverage, and drafted and presented a report on the findings.
- Aid the team with proofreading weekly newsletters and the school system's website, and entering data.
- Contacted an average of 100 community members to get them enrolled in the weekly newsletter.

## CAMPUS AND COMMUNITY INVOLVEMENT

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### **TEDxUGA**

Athens, Ga.

*Assistant Curator*

Jan. 2023 – Present

- Support the yearlong planning, execution and post-production of the annual TEDxUGA event, which has released 129 TEDx Talks over 10 years and has a global audience of 6.1 million people.
- Oversee the nomination and presenter selection process; and curate 9 annual presenter talks by aiding on the ideation, content creation, development, and delivery of their talk.
- Serve on the leadership team of the TEDxUGA Steering Committee, which oversees all the decision making for the event.
- Conduct the communication among the TEDxUGA Student Council, Advisory Council, and Class.

### **Grady College of Journalism and Mass Communication**

Athens, Ga.

*Ambassador*

Aug. 2022 – Present

- Aid with the promotion, communication and outreach efforts of the Grady College.
- Serve as the official student representative and host for all of Grady College's internal and external efforts and events.
- Aid at an average of 10 events per semester, lead at least one tour per month, and continuously network with students, visitors and prospective constituents.

### **Outdoor Adventure Club**

Athens, Ga.

*Trip Planner*

Aug. 2021 – Present

- Plan an average of three affordable outdoor adventure trips for students per semester, and ensure their safety and wellbeing.
- Promote outdoor adventure as a healthy and fun social activity, while encouraging the protection of the environment.

### **UNG's Student Government Association (SGA)**

Watkinsville, Ga.

*Director of Marketing and Communication*

June 2020 – May 2021

- Led and motivated a four person communication team, and collaborated with the SGA executive council.
- Communicated weekly information about resources, initiatives, and/or SGA legislation to the student body through the website and social media platforms.
- Increased the Instagram account from zero to 400 followers, by holding tabling events and providing incentives.

## HOBBIES AND INTERESTS

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**Outdoor Adventure** - Avid backpacker, climber, and camper. In 2022, I completed *El Camino de Santiago*, a 500 mile thru-hike.

**Yoga and Meditation**– I have maintained a consistent practice over the past 3 years. I have furthered my practice by participating in mindfulness retreats, such as Art of Living's course on Sudarshan Kriya, a rhythmic breathing technique.

**Running** – I recently completed AthHalf and I am currently training for the Classic City Marathon, two local long-distance races.