

ISABELLA CHICHIOCO

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PROFESSIONAL EXPERIENCE

KQED

San Francisco, CA

Digital Fundraising & Direct Response Associate

October 2024 – Present

- Compose strategic fundraising copy that target segmented audiences within a 2.5 million community across different marketing channels like email, direct mail, and newsletters — boosting overall campaign relevance and donor retention
- Create the overall concept, messaging, branding, and storytelling for 5+ fundraising campaigns annually that aligns with KQED's strategic plan, driving \$2.5 million in revenue, record campaign since 2018, for segmented audiences
- Cultivate relationships with over 273,000+ Bay Area donors addressing inquiries via phone, text, and emails about donations, accounts, and member benefits to improve overall donor satisfaction and retention
- Develop internal project management trackers using platforms like Asana to enhance team productivity by streamlining editorial review workflows for 50+ campaign assets and overseeing collaborations with different departments
- Collaborate with cross-functional internal teams and an external agency to execute marketing campaigns including designs, copy, lead generation ads, merchandise, social media posts, videos on demand, and donation forms

NETAPP

San Jose, CA

Sales Enablement Intern

May 2023 – August 2023

- Restructured team's internal inventory by assessing over 1,000 files and collateral to identify areas for improvement
- Implemented a comprehensive file management system to improve asset accessibility, searchability, and maintenance
- Developed a user guide for the new file management system and trained the technical enabling team on best practices
- Launched a SharePoint webpage to centralize team's key findings and improve internal communication channels

UCSB SUMMER SESSIONS

Goleta, CA

Campaign Marketing & Design Coordinator

October 2022 – August 2023

- Designed and executed UCSB Summer Sessions marketing campaigns across multiple channels (email, social, digital, ads) to promote 30+ educational programs and opportunities, reaching over 20,000 college students
- Amplified brand awareness through cross-promotion campaigns and social media takeovers with other UCSB departments to promote events and gain more traction on all social media platforms (Tiktok, Instagram, LinkedIn) and UCSB's official website, gaining over 500 new followers within a 6 week time period
- Researched and analyzed outreach strategies to identify key opportunities for improving Summer Sessions' recognition and engagement with its target audience, resulting in more effective marketing campaigns

UCSB DAILY NEXUS

Goleta, CA

Lead Copywriter & Editor

January 2022 – August 2023

- Led a team of 30+ writers in the Arts & Culture section and facilitated writing workshops to improve proficiency in edits, content, and layout design and produce 3+ 1200-word articles weekly on pop culture, art, and events
- Designed the Arts & Culture section page for the weekly printed newspaper using Adobe InDesign and Photoshop
- Managed editorial calendar for the Arts & Culture section, ensuring timely delivery of written content and collaborating with design and production teams to deliver high-quality final assets
- Increased readership of the Arts & Culture Section and brand visibility by 25% by refining messaging to better align with audience interests and maximize engagement

EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

Goleta, CA

Bachelor of Arts (B.A)

October 2020 - June 2024

Major in Communication, Minor in Philosophy, Minor in Professional Writing

SKILLS & INTERESTS

Skills: Website and Content Management, Copywriting, SEO Keyword Search, Marketing, Project Management

Software tools: HTML & CSS, Adobe InDesign & Illustrator, Google Analytics, Squarespace, WordPress, Microsoft Office

Interests: Word Games, Board Games, Podcasts, K-dramas, Reading, Crochet, Skincare, Matcha