

ISABELLA CHICHIOCO

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EDUCATION

University of California, Santa Barbara (UCSB), Santa Barbara, CA
Bachelor of Arts (B.A.) Communication, Professional Writing Minor, Philosophy Minor

Expected Graduation: June 2024

PROFESSIONAL EXPERIENCE

UCSB – Video Editing and Production Intern – Goleta, CA March 2024- June 2024

- Filmed, edited, and produced 2 videos for an introductory Freshman course at UCSB utilizing Final Cut Pro and Adobe Premiere
- Conducted and filmed 10+ interviews with UCSB undergraduate students in regard to their experience in college

Dreamfora – Digital Marketing Intern – Seoul, South Korea September 2023-December 2023

- Generated engaging and user-centric content, including blog articles and infographics to boost user-activity by 25%
- Conducted market research and competitor analysis to identify growth opportunities, resulting in the identification of key target demographics and messaging strategies

UCSB Summer Sessions – Creative Design and Marketing Intern - Goleta, CA October 2022-September 2023

- Collaborated with school staff and fellow design team members by managing, monitoring, and assessing performance of all UCSB Summer Session social media campaigns on platforms including Instagram and Facebook to boost awareness by 30%
- Analyzed and researched outreach strategies and opportunities to enhance UCSB Summer Sessions recognition to pre-college, on-campus, and off-campus audience

NetApp –Technology & Sales Enablement Intern – San Jose, CA May 2023-August 2023

- Contributed and collaborated with the Technology Enablement team to curate and present role-specific content to enhance the knowledge base of NetApp's technical sales community
- Conducted inventory and assessment of internal files, pages, and collateral, identifying areas for improvement, and proposing reworking or replacement strategies by utilizing Microsoft Suite
- Developed and executed a SharePoint website page to effectively communicate the mission and objective of the team, enhancing internal communication channels and facilitating interaction within the company

UCSB Daily Nexus – Lead Artsweek Editor and Copywriter - Goleta, CA January 2022-August 2023

- Scripted and published weekly 1200-word articles containing pop culture, art, and events to raise on-campus awareness
- Designed the Artsweek section page weekly for the printed newspaper edition using Adobe InDesign and Photoshop
- Facilitated workshops for 30+ writers in Artsweek section to improve productivity regarding edits, content, and layout design

Kokolu – Creative Strategist - Goleta, CA April 2022-June 2022

- Collaborated with 5+ fellow designers to conduct research on the surge of eco-friendly, sustainable footwear and products
- Established social media presence by implementing a 7-day Mother's Day marketing and social media Instagram campaign
- Generated KPI reports and devised creative briefs to redesign the brand's identity guide to keep up to date with modern trends

Marketing Choices – Editorial Content Intern - Remote, CA March 2022-May 2022

- Published 1000-word editorial pieces weekly tailored specifically towards women across the U.S looking for adoption agencies
 - Utilized SEO to produce optimal strategies in publishing online articles to attract potential clients and expand web traffic by 20%
 - Demonstrated innovation and problem-solving skills to quickly deal with any issues regarding last minute edits for articles
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LEADERSHIP EXPERIENCE

Alpha Kappa Psi – Vice President of Marketing - Omicron Omega Chapter - Goleta, CA January 2023- June 2023

- Spearheaded the development and execution of digital marketing strategies such as Mailchimp email campaigns and SEO optimization, resulting in a 105% increase in online engagement within a 6-week time frame
- Established professional relationships with Snag and Adobe to secure sponsorships with merchandise worth over \$400, leading to a 25% increase in recruitment attendance and participation
- Oversaw creation of design content for social media platforms such as Instagram, resulting in a 25% growth in followers

SB Creative Labs PIXEL Designathon – Designer - Goleta, CA April 2022

- Collaborated with 2 other designers to redesign the travel app "Travelocity" to improve user's experience and mobile interface
 - Developed a final prototype with 15+ unique frames in a 72-hour time period that won second place out of 60 competing teams
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SKILLS & INTERESTS

- Skills: Website and Social Media Content Management, Copywriting, SEO Keyword Search, Marketing, Prototyping, Wireframing
- Software tools: HTML & CSS, Adobe InDesign, Adobe Illustrator, Final Cut Pro, Figma, Squarespace, WordPress, Microsoft Suite