

ISABELLA PALOWITZ

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EDUCATION

Bachelor of Arts in Communication Studies, Applied Communication, May 2024

Kent State University, Kent, Ohio

Minors in Advertising, Leadership, and Media Literacy

EXPERIENCE

Palo Creative, Youngstown, OH — *Creative Marketing Associate*

MAY 2020 - PRESENT

- Write copy for agency and client social media posts, e-newsletters, and blogs
- Design 6-12 monthly graphics per client in Canva for social media distribution
- Schedule 6-12 monthly social media posts for agency and clients through HubSpot's Social Media Management Software, Meta Planner Calendar, Twitter Media Studio, Pinterest Pin Scheduler, and more
- Capture and edit mobile photography and videography content for social media distribution with CapCut and Canva
- Schedule monthly agency e-newsletters for dissemination through HubSpot's Email Tool

Pamton 3D Commerical Printing, Youngstown, OH — *Social Media Coordinator*

APR 2023 - PRESENT

- Design social media graphics on Canva to highlight company's services, quotes, and other industry-related news and facts
- Write copy to accompany graphics for posting to company's LinkedIn and Facebook profiles to drive traffic to website

Hallmark Cards, Youngstown, OH — *Sales Associate*

OCT 2018 - JUL 2020

- Engaged in excellent customer service by cashiering, guiding customers to ideal gifts around our store, and answering the phone
- Enhanced visual branding by organizing and displaying merchandise in-store
- Filmed promotional social media videos for new and relevant products in-store
- Filled and packed online orders for shipment

AWARDS/ACTIVITIES

President's List — *Kent State University*

AUG 2019 - PRESENT

· Recognized for maintaining a 4.0 GPA for every semester

Member, Delta Gamma Sorority — *Kent State University*

NOV 2020 - PRESENT

· Served as chapter Director of Public Relations (2021, 2023) by writing and publishing blog articles for the chapter's Wix website

· Served as chapter Director of E-Communications (Jan-June 2022) by creating and posting content to the chapter's social media pages

Member, Franklin Advertising — *Kent State University*

OCT 2022 - PRESENT

· Attended and participated in meetings and networking events held by the Kent State chapter of the American Advertising Federation (AAF)