

Isabella Schwartz

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EDUCATION

Stonehill College | Easton, MA

Candidate for Bachelor of Science in Business Administration

May 2023

Major: Marketing | **Minor:** Graphic Design | **GPA:** 3.82

Honors and Awards: Stonehill Presidential Scholarship, Lauren M. Branco Memorial Scholarship, Beta Gamma Sigma Honors Society, Dean's List (Fall 2019 – Present), Marketing Student of the Year (2023)

INTERNSHIP EXPERIENCE

Art Director Intern | **The Fantastical** | Remote from Stonehill College

January 2023 – Present

- Assisted the art director and creative team in the execution of various design projects, including print and digital advertisements, social media graphics, and email layouts for clients across industries (hospitality, jewelry, industrial, etc.)
- Aided on-site creative development during production shoots (video and stills)
- Participated in strategic company meetings to provide and receive creative input and feedback on projects
- Maintain and organize project files to assist the project managers in timely delivery to clients

Social Media Marketing Intern | **DownRiver Ice Cream** | Essex, MA

March 2021 – March 2023

- Designed and maintained a user-friendly webpage to communicate relevant information to customers
- Updated Instagram account by creating and posting fun, relevant content to increase engagement by 5%
- Increased DownRiver's Instagram following by 56%

Lyon-Waugh Automotive Group | Peabody, MA

Retail Store Creator, Bluefin Blowout

May 2022 – August 2022

- Created a retail store from concept to completion, including pre-, during, and post-event activities
- Designed a marketing campaign and posting schedule to promote the event on various social platforms
- Created, managed, and fulfilled orders from the online selling platform with all proceeds benefiting the Alzheimer's Association
- Team produced a year-over-year increase of 35% in retail sales (to 2019)

Marketing Intern

May 2019 – August 2019

- Collaborated with the marketing team to conceptualize and execute promotional events for over 300 guests

WORK EXPERIENCE

Server | **DownRiver Ice Cream** | Essex, MA

May 2020 – August 2021

- Seasonal worker responsible for working in a fast-paced environment serving approximately 150 customers each shift
- Trained and oversaw new hires
- Maintained a clean work environment, responsive to COVID-19

Sales Associate | **Style Snoop Boutique** | Manchester-by-the-Sea, MA

December 2020 – March 2021

- Sales associate in a retail environment responsible for maintaining inventory organization and appealing customer experience
- Photographed apparel and accessories to promote on Instagram and Facebook

COLLEGIATE ACTIVITIES

Gallery Assistant | **Carole Calo Gallery** | Stonehill College

August 2021 – May 2023

- Ensure smooth operation of gallery activities (preparation, promotion, and transitions between exhibits) and administrative work for Professor Candice Corby-Smith

Designer | **InHouse Design** | Stonehill College

August 2021 – May 2023

- Design and manage projects from concept to completion for a student-run graphic design studio
- Collaborative environment where designers work together and critique work to enhance their work

Participant | **DECA** | Stonehill College

September 2019 – May 2023

- Gain experience in public speaking and critical problem solving by developing business strategies and ideas in a competitive environment

Teacher's Assistant | **Business Administration Department** | Stonehill College

August 2021 – December 2021

- Aided students in learning and studying for BUS 340 (Principles of Marketing) and assisted Professor Lantos with instructional and administrative responsibilities

VOLUNTEER EXPERIENCE

Volunteer | **The Alzheimer's Association** | Gloucester, MA

August 2018 – Present

- Volunteer for the Bluefin Blowout, the organization's top fundraising team (\$1.3 million raised since 2016)

SKILLS & CERTIFICATIONS

Computer: Microsoft Excel, PowerPoint, Word Outlook, Instagram, Snapchat, Facebook, Adobe Illustrator, InDesign, Figma

Certifications: Bloomberg Certification, ServSafe Certification