

ISABELLA PERRIN

Cincinnati, Ohio | 330-998-1703 | Perrinij@mail.uc.edu | [Portfolio](#)

PROFESSIONAL SKILL

Copywriting Meta Analysis
Brand Management Collaboration

TECHNICAL SKILL

Video Editing Production Knowledge
Content Creation Intranet & Web Design

EDUCATION

Bachelor of Arts & Sciences

University of Cincinnati | Interdisciplinary Studies
Summa Cum Laude

2018 - 2022

Google Analytics Certified

2022

WORK EXPERIENCE

Marketing Manager

May, 2023 - Present

Feature Film *Alan and the Rulers of The Air*

- Developed of the digital marketing strategy to generate leads for the sales process during the theatrical and digital release of the film
- Conducted research to optimize paid and organic advertising content to maintain brand awareness and enhance the film's online reputation
- Engaged in grassroots outreach efforts to drive attendance for the upcoming premiere through press release kits for newscasters, journalists, and influencers

Marketing Coordinator

Feb, 2022 - Present

Strategic Franchising

- Managed both the corporate headquarters and over 150+ franchise locations online presence through social media platforms, website developments, and internal marketing programs
- Curated marketing assets for print and digital purposes including; live promotional events, regional conference materials, corporate's franchisee facing storefront, on-boarding and recruitment programs
- Conducted website customizations and copywriting materials based on regional demographics in order to improve search engine rankings for localized audiences
- Oversaw video production process as the producer, director, camera operator, video editor and talent

Video Production & Editor Intern

Aug, 2021 - Jan, 2022

RESLV Advertising Agency

- Assisted in the video editing process for digital display campaigns and ensured all efforts of post-production encapsulated the clientele's brand and vision
- Utilized film production knowledge to provide the best quality of support for talent and crew in lighting and camera operations

Graphic Design Intern

Aug, 2021 - Jan, 2022

University of Cincinnati New Student Orientation

- Worked alongside the UC's New Student Orientation Office to promote events by designing marketing materials for their social media platforms, posters, informational presentations, and signage

Live Sports Camera & Replay Operator

May, 2021 - June, 2021

University of Cincinnati Live Productions

- Camera Operator and Replay Operator with ESPN+; produce high-quality footage that assisted in telling stories that served marketing and business development efforts

New Student Orientation Leader & Office Staff

May, 2020 - Jan 2022

University of Cincinnati New Student Orientation

- Utilized technology during the Covid-19 pandemic to assist thousands of newly enrolled students in the registration process at the University of Cincinnati
- Handled administrative needs while expanding visitors' knowledge and skills about the facilities through guided tours, presentations, and open forum discussions