

Isobel Robinson-Ortiz

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Versatile creative with 5+ years of experience in writing, digital & social media, and customer service.

EDUCATION

Agnes Scott College

Decatur, GA

- Bachelor of Arts in English Literature-Creative Writing, completed 2017
- Master of Arts in Writing & Digital Communications, expected May 2020
 - Relevant Coursework: Web Writing & Editing, Developing Content for Social Media, Digital Media Production, Transmedia, Technologies of Social Change

ACADEMIC PROJECTS

- **My Never-Ending Journey:** Conceptualized, presented and spearheaded the creation of a transmedia story event across multiple platforms
- **Mortal Coil Magazine:** Developed, designed and wrote persuasive graphic magazine
- **The 9s Have It:** Outlined and proposed social media campaign for graduate program's institution

COMMUNICATION EXPERIENCE

Hux

Atlanta, GA

Customer Retention Manager, Marketing Assistant, Content Creation Specialist

03/2015-02/2019

Created articles, email & blog copy. Closed leads, alleviated customer complaints, and repeatedly increased bookings.

Ironworkers Management Progressive Action Cooperative Trust

Washington, DC

Marketing Intern

06/2014-09/2014

Generated content for company Twitter, Facebook and Youtube accounts. Wrote and proofread press releases, articles, email blasts, hard mailing and ad copy.

Women's Campaign Fund

Washington, DC

Communications Fellow

01/2014-05/2014

Wrote content for company Facebook & Twitter accounts, compiled press hits, and created weekly newsletter for subscribers, creating quality content that repeatedly drew donations.

OTHER WORK EXPERIENCE

The Howard School

Atlanta, GA

Support Teacher

08/2019-Present

Assist lead teacher with instruction & classroom management for children with learning differences.

EBSCO Research LLC

Atlanta, GA

Researcher

08/2015-09/2016

Conducted market research through phone interviews.

The Mercantile

Atlanta, GA

Retail Assistant

07/2015-10/2015

Managed register and customer assistance, as well as opening, cleaning, and closing store.

SKILLS

- **Programs & Platforms:** Microsoft Office (Word, Excel, Outlook, Powerpoint) | Google Office Suite (Docs, Sheets, Slides, Gmail) | LibreOffice | Nationbuilder | Wordpress | Twitter | Facebook | Tumblr | Mailchimp | Skype | Zendesk | Hubspot | Canva | LinkedIn

- **Creative:** Superb critical thinking skills | Copywriting | Blogging | Creative Writing | Proofreading | Classically-Trained Musician