

ISABEL ATKINS

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WHAT I'M INVESTING IN:

University of North Carolina at Chapel Hill | May 2025

Bachelor of Arts; Hussman School of Journalism and Media: Advertising and Public Relations

Bachelor of Arts; Economics

London School of Economics and Political Science | Summer Session 2 - 2023

EC202 - Intermediate Macroeconomics

WHO'S INVESTING IN ME:

Alpha Delta Pi | Beta Upsilon Chapter

Digital Marketing Director | November 2023 - Present

- Manages social media accounts (Instagram, TikTok, Facebook) for an organization with 200+ active members
- Creates content including videos, posts, graphics bi-weekly to engage potential new members
- Collaborates with the marketing and recruitment team to strategically reach target audience
- Communicates regularly with chapter members to source content for videos and posts
- Contact via direct message and email to connect to alumni and other interested parties
- Increased account reach by +15.3% and engagement by +28.9% in two months compared to previous management

Freelance Photographer

2021-Present

- Consult with clients to define and execute their creative vision
- Conduct market research to identify trends and generate inspiration
- Develop pricing models and contracts based on competitive analysis, client demand, and cost considerations, to optimize profitability

La Residence - Chapel Hill, NC

Bartender | December 2022- Present

- Prepare and serve beverages to 300+ patrons/night
- Learned 75+ popular cocktails, local beers and wines in order to give quality recommendations
- Processed \$10,000 in transactions per shift including debit, credit, and cash payments

Nicole Scalabrino Interiors

Marketing Intern | December 2023 - January 2024

- Compiled reports on current and emerging interior design trends, helping inform the design team's approach and providing valuable content for marketing materials.
- Curated and organized an online portfolio showcasing the company's interior design projects, collaborating with the design team to highlight key features.

Z Magazine - Chapel Hill, NC

Photographer | 2022-2023

- Curated and executed photoshoots alongside other student photographers
- Digital processing, post-production, and retouching of images using Adobe Photoshop and Lightroom

Heelprint Communications, JW2 Building Company - Chapel Hill, NC

Client Team | 2021-2022

- Created Instagram and LinkedIn content for the client
- Increased account engagement on Instagram by 21% (compared to past management)

WHERE I GIVE BACK:

Ronald McDonald House - Chapel Hill, NC

Volunteer | 2021-Present

- Volunteer monthly by making meals and participating in fundraising events
- Organized campus-wide philanthropy events, contributing to the annual fundraising goal of \$30,000+

WHAT I DABBLE IN:

Mu Sigma Lambda - Sports Administration Fraternity - Alpha Chapter

UNC Photography Club

American Advertising Federation College Chapter

Women in Economics

UNC Ski & Snowboard Team

Intramural Co-Ed Flag Football | League Champions