

# ISABEL ATKINS

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## EDUCATION

**University of North Carolina at Chapel Hill** | May 2025 | Dean's List Fall 2023, Spring 2024

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

## EXPERIENCE

### Freelance Photographer

2021-Present

- Consult with clients to execute creative visions for shoots, portraits, and editorial work, ensuring clear expectations.
- Conduct market research to refine pricing, branding, and creative direction.
- Plan, shoot, and edit high-quality images using Adobe Lightroom and Photoshop from concept to final delivery.
- Manage client outreach, social media marketing, and business operations to maintain steady workflow.

### La Residence - Chapel Hill, NC

*Assistant Bar Manager* | December 2022- January 2025

- Served 300+ patrons per night, recommending from 75+ cocktails, beers, and wines while ensuring seamless service.
- Processed \$10K+ per shift and managed staff scheduling, training, and inventory to optimize efficiency.
- Planned and coordinated high-volume events, overseeing logistics and staffing.

### Nicole Scalabrino Interiors - Charlotte, NC

*Marketing Intern* | December 2023 - August 2024

- Researched interior design trends to shape branding and marketing strategy, creating reports that guided key decisions.
- Established a uniform brand identity by developing a comprehensive style guide (fonts, colors, logos) and applying it to a full website redesign using WordPress, client welcome packets, service info packets, fee schedules, and signage.
- Developed and executed content marketing strategies, increasing Instagram engagement 40% through curated storytelling.

### Alpha Delta Pi | Beta Upsilon Chapter

*Marketing Director* | November 2023 - December 2024

- Managed Instagram, TikTok, and Facebook for a 200+ organization, creating content with 47K+ views.
- Increased Instagram reach by 25.3% and engagement by 38.9% through strategic content and audience targeting.
- Led recruitment campaigns, driving a record year and earning the Marketing Excellence Award from Alpha Delta Pi Nationals.

## PROJECTS

### *Strategist, Researcher, and Creative Director, Josh Wine Cellars*

August 2024-December 2025

- Led creative direction and developed a low-calorie, low-alcohol wine spritzer line, expanding the brand's product offerings.
- Conducted market research on consumer trends, psychographics, and competitors to refine targeting and reposition the brand.
- Designed a multi-channel marketing strategy, leveraging social media, influencers, experiential activations, and digital advertising.

### *Strategist and Creative Director, Juliana Bicycles*

January 2024-May 2024

- Conducted market research to uncover barriers for women in mountain biking, shaping a bold brand repositioning.
- Developed an experiential marketing campaign, using storytelling to challenge industry norms and redefine brand perception.
- Created a multi-channel strategy, integrating digital, social, influencer marketing, and out-of-home activations to expand reach.

## RELEVANT COURSEWORK

Principles of Advertising and Public Relations, Advertising Creative, Advanced Creative Portfolio, Advertising Campaigns, Account Planning, Case Studies in Public Relations, Media Management and Policy, Advertising and Public Relations Research, Workroom FashionMash Editorial, Foundations of Photojournalism, Photo, Light & Business Techniques

## ORGANIZATIONS & EXTRACURRICULARS

American Advertising Federation College Chapter, UNC Photography Club, Women in Economics, UNC Ski & Snowboard Team, Intramural Co-Ed Flag Football | League Champions, Mu Sigma Lambda - Sports Administration Fraternity - Alpha Chapter