

Isabel Zozaya

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EDUCATION

University of Miami Herbert School of Business

Bachelor of Arts in Business Administration in Marketing

Minor in Public Relations

Coral Gables, FL

May 2027

- **Relevant Coursework:** Luxury Marketing, Marketing for Entrepreneurs, International Marketing, Digital Marketing, Foundations of Marketing, Principles of Public Relations, Managing for Success in a Global Environment, Business Law, Business Analytics, Business Technology.
- Honors Dean's List (Spring 2024)

Academy of Notre Dame de Nemur

May 2023

Villanova, PA

WORK, PROJECTS, & LEADERSHIP EXPERIENCE

Forge Apollo

Intern

Philadelphia, PA (Remote)

May-September 2025

- Create client proposals focusing on an organized and attractive format.
- Work with SemRush to do heavy research on competitor local and global marketing agencies.
- Use Notion, a content calendar system for both clients' Facebook and Instagram accounts, mainly writing captions and thinking of content ideas.
- Research the client's competitors and understand why their websites are outdated, and reach out to their marketing roles, such as CMOs and VPs of Marketing.

Social Media Audit

Digital Marketing Project

Coral Gables, FL

January - March 2025

- Create a social media audit on skincare brands and compare marketing skills to top competitors.
- Identify key strategies for boosting social media engagement, such as collaborating with influencers, understanding the target audience, and leveraging brand personality.
- Research and recommend interactive post formats to increase brand attention and follower engagement.
- Develop insights on how to stay ahead of competitors through trend awareness, influencer partnerships, and authentic customer connections.

Social Media Campaign

Digital Marketing Project

Coral Gables, FL

March-May 2025

- Manage an Instagram and TikTok account to reach a minimum of 500 followers.
- Discover how to achieve peak engagement and effectively target your audience.
- Be creative with ideas of different content and optimizing strategies that work.
- Planning on a content calendar and gaining approval from the "boss", professor, ahead of time.

Bob's Grill

Server

Ocean City, NJ

May 2019 – August 2024

- Serve food and drink at an average of 35 customer tables per eight-hour shift, ensuring all customers receive their meals on time and solving problems immediately as they arise.
- Train nearly ten new employees each summer.

Amigos de Jesús

Volunteer

Macuelizo, Honduras

April 2016–Present

- Volunteer to better the lives of one hundred and fifty abandoned or abused children at a home for children in Honduras and provide them hope for a better life.
- Improve their educational skills and build their faith by attending school with them during the day and providing comfort outside school.

SKILLS, ACTIVITIES & INTERESTS

Activities: Women in Business, UMiami Run Club

Interests: Traveling, Social Media, Fashion

Skills: Google Certified, Customer Service, Sales, Social Media, Communication