


# Maria Jose Isaacs

## Creative

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 www.mariajoseisaacs.com



## Education

**Bachelor of Science in Integrated Public Relations and Advertising,**

**Bachelor of Arts in Mass Communication with Broadcast Program and Production Concentration**

University of South Florida, Tampa, FL

Judy Genshaft Honors College, Certificate in Visualization and Design

**August 2022 - 2026**

**GPA 3.98/4.00**

**International Baccalaureate and Colombian Baccalaureate**

Colegio Colombo Británico, Cali Colombia

**August 2006 - June 2021**

## Experience

**VP of Marketing** Center for Student Involvement University of South Florida

**May 2025 - Present**

- Create marketing timeline, guidelines and branding for 2025-26 material.
- Lead team of Marketing Directors overseeing multiple programs such as Campus Traditions, Aug 2024 - May 2025
- Recurring/Special events and Centre Gallery.
- Produced over 30 reels and posts in socials reaching over 80k impressions, increasing followers by almost 1000 on the first week of the semester (19.7k+ followers on Instagram total).
- Staff events for students and alumni with over 400 attendees and organize tabling opportunities for promotional opportunities

**Graphic Designer**

**Marketing and Communications Assistant** Judy Genshaft Honors College

**November 2022 - Present**

- Develop corporate social media posts and campaigns for Tampa, Sarasota-Manatee and St. Petersburg campuses
- LinkedIn (3k+ followers) and Instagram (6k+ followers).
- Design and resize over 100 graphics participating in copywriting and creative projects including the State of the College Report 2022-23 and email marketing through Constant Contact and Salesforce.
- Create video promotional material for the college by editing reels for socials, faculty spotlights and graduation ceremony using Adobe Premiere and After Effects.
- Organize the Judy Genshaft Honors College Graduation ceremony for over 500 attendees, created scripts for the graduates and took photos during ceremonies.

**President** American Advertising Federation University of South Florida

**May 2024 - December 2024**

- lead admin, operations, communications and special projects committees of the chapter.
- Successfully organized more than 10 events with industry panelists, workshops and networking opportunities with breaking attendance record of over 30 students.
- Increased club's member engagement by 18% and reached over 1.5k views in multiple Instagram posts meeting goals of increasing following by 7.5% on a single month.

**VP of Creative**

**Jan 2024 - Apr 2024**

**Graphic Designer**

**May 2023 - Dec 2023**

**Creative Entertainment Group Intern** NBCUniversal

**June - August 2024**

- Clipped scene lifts for social channels with over 570k followers reaching top performing engagement for the Race to Survive: New Zealand campaign in Instagram, TikTok and X.
- Produced over 12 behind-the-scenes video content for The Anonymous garnering more than 400 interactions in socials.
- Pitched a show for the UniKids branch working on ideation, concepting and key art presented to a panel of NBCU producers and judges.

## Skills

- Adobe Suite proficiency (Photoshop, Illustrator, InDesign)
- Social media management
- Video editing (Premiere, After Effects)
- Email marketing (Constant Contact, Salesforce)
- Bilingual copywriting

## Languages

- **Spanish** - Native
- **English** - Advanced level
- **French** - Intermediate level

## Honors and Awards

- **Dean's List of Scholars**
- **Scholars Gold Award**
- **John and Jerry Wing Alexander Endowed**

**Fall 2022 - Present**

**Fall 2022 - Present**

**Spring 2024/25**