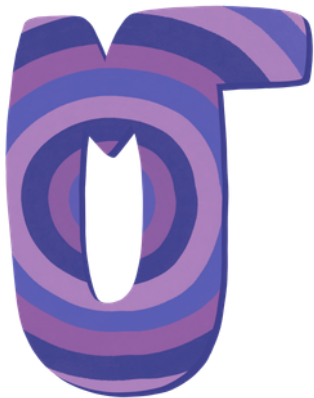




# Maria Jose Isaacs

## Creative



mariajoseisaacs@gmail.com



linkedin.com/in/maria-jose-isaacs



mariajoseisaacs.com



## Education

### Master of Science in Advertising

University of South Florida, Tampa, FL

2026 - 2028

### 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, Visualization and Design Certificate

2022 - 2026  
GPA 3.95/4.00

## Experience

### Marketing Graduate Assistant Center for Student Involvement University of South Florida

May 2026 - Present

- Supervise and oversee Marketing efforts for the department, leading a team with 5 directors overseeing 6 programs.
- Analyze engagement and track social metrics, achieving over 11% of engagement increase in post during summer.
- Create Branding kits and marketing initiatives such as pop-up events, department mascot and contact lists with over 100 departments to improve outreach efforts.
- Produce reels and posts in socials reaching over 426k impressions, increasing instagram followers by almost 4k last year.
- Marketed successful campaigns for large scale events such as Homecoming Kick-off 2025 increasing over 34% over last year's turnout.

Other positions held: Graphic Designer (2025-25), VP of Marketing (2025-26)

### Zimmerman Graduate Assistant Zimmerman School of Advertising & Mass Communications

August 2026 - Present

- Teach MMC 2100 to upcoming Advertising and Mass communication students covering writing skill development with AP style focus.

### Marketing and Communications Assistant Judy Genshaft Honors College

November 2022 - May 2026

- Develop corporate social media posts and campaigns for Tampa, Sarasota-Manatee and St. Petersburg campuses LinkedIn (3k+ followers) and Instagram (7k+ 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.
- Organized the Judy Genshaft Honors College Graduation ceremony for over 500 attendees, created scripts for the graduates and took photos during ceremonies.

### 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.

### President American Advertising Federation University of South Florida

May 2024 - December 2024

- Successfully organized more than 10 events with industry panelists, workshops and networking opportunities with breaking attendance record of over 30 students.

Other positions held: Member, Graphic Designer, VP of Creative.

## Skills

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

## Languages

Spanish | English | French

Native | Advanced | Beginner

## Honors and Awards

- Art Direction Gold Student ADDY 2026
- Dean's List of Scholars 2022 - 2026
- Alpha Delta Sigma Honor Society | AAF 2026
- Kappa Tau Alpha Honor Society 2026