

Isabella Willoughby

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OBJECTIVE:

Seeking a job within Marketing or Business Analytics

EDUCATION:

University of Colorado Boulder, Leeds School of Business

Expected May 2025

B.S. in Business Administration with an Emphasis in Marketing and Business Analytics

Boulder, CO

Creative Technology & Design (CTD) Minor

Class Experience

Communication Strategies, Math Analysis in Excel, World of Business, Leeds MODS; Marketing, Finance, Accounting, etc. Pricing Channels and Distribution, Python Programming, SQL/BigQuery, Decision Analytics, Alteryx, RStudio, Github, Adobe Creative Cloud products.

WORK EXPERIENCE:

I Do Prenups, Golden Colorado

June 2024, to present day

Digital Marketing Media Director

- Media content for a new product launch through a well-known family law firm
- I Do Prenups is based online and only in Colorado highlighting prenuptial agreements
- Expanding reach on social media platforms such as Facebook, Instagram, X, LinkedIn, YouTube, etc

BeaconCrest Homes, Inc., Mclean, Virginia

June 2023 – August 2023

Marketing and Residential Real Estate Internship

- Walk throughs of the finished brochure houses from the prior summer
- Experience in working towards obtaining a real estate license from The Moseley School of Real Estate
- Gained an understanding in different type of land deals, logistics in buying land, Stormwater agreements, etc

Nanny, Boulder Colorado

January 2023 – May 2023

- Cared for two young children, age six and fifteen months
- Learned basics on how to care for babies, managed work life balance, created strong relationships with adults

BeaconCrest Homes, Inc., McLean, Virginia

June 2022 – August 2022

Marketing Internship

- Coordinated the creation of sales brochures for new home projects with outside marketing company including assembling the underlying floorplans and other information, reviewing drafts, and coordinating communication to finalize brochures
- Uploaded new homes onto the company website including the finalized brochures, pinning the home addresses, and highlighting the best aspects of the houses in finalizing the descriptions of the houses
- Organized and filed invoices
- Created homeowners' binders with appliance manuals and warranty information

Benihana Restaurant, Sterling, Virginia

June 2020 – August 2021

Host

- Mentored and trained new team members while monitoring their work progress
- Partnered with managers to view progress of trainees and collaborated with other employees during work

LEADERSHIP, SERVICE, AND AWARDS:

Dominion High School, Sterling, Virginia

August 2020 - June 2021

Varsity High School Field Hockey and Softball – Team Captain

Loudoun Hunger Relief, Leesburg, Virginia

September 2018 - present day

Volunteer

Awards:

Member of the National Honor Society and Spanish Honor Society, National scholastic Press Association and National Merit Scholarship Recipient, and Community service letter award for 100 volunteer hours