

# Isela Ortiz

## Recruitment Specialist | Strategic Communication | Social Media Management

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### PROFESSIONAL SUMMARY

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Bilingual, English and Spanish communications professional with experience in recruitment, client outreach, and scheduling in a fast-paced research environment. Proven ability to manage high-volume calls, coordinate appointments, conduct outreach events, and create engaging advertisements and social media content. Strong communicator with excellent organizational skills, attention to detail, and the ability to build rapport with diverse clients and teams. Seeking to bring strong administrative support, customer service, and bilingual communication skills to the team and role in order to support daily operations and contribute to overall success.

### SKILLS

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- Participant Recruitment & Engagement
- Screening & Eligibility Assessment
- Cold Calling & Follow-up Communication
- Partnership Development
- Event Planning & On-site Recruitment
- Content Creation & Social Media Management
- Cross-team Scheduling Coordination
- Microsoft Office Suite (Excel, Outlook, PowerPoint)
- REDCap
- Canva & Adobe Creative Suites
- Mailchip
- Bilingual: Fluent in English & Spanish
- Data Entry & Record Collecting

### EDUCATION

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**University of Illinois Chicago** B. A. in Communication

**Wilbur Wright College** Associate in Liberal Arts

### WORK EXPERIENCE

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#### **Research Studies Recruitment Coordinator, *Northwestern University- Schnitzer Lab* Aug. 2024-Current**

- I serve as the primary point of contact for prospective participants, conducting eligibility screenings and explaining study procedures, risks, and benefits.
- I design and execute targeted recruitment strategies, including digital outreach, flyers, email campaigns, phone calls, and use of participant registries with Canva & Adobe Creative Suites.
- I track recruitment progress and enrollment metrics, identifying barriers and adjusting strategies to meet study enrollment goals.
- Conduct pre-screening and eligibility assessments and maintain calendar scheduling across study teams.
- I provide translation during clinic visits for Spanish speaking participants.

#### **Communication Intern, *ONE Northside* Jan. 2024- May 2024**

- Assisted in volunteer recruitment efforts for the Bring Chicago Home campaign. I did this by making phone calls and at campaign events where I had in-person conversations that led me to register new volunteers.
- Conducted presentations in person and via Zoom for the Bring Chicago Home campaign to an audience of potential voters.
- I monitored the Bring Chicago Home campaign activity, researching public engagement trends and identifying

audiences.

- Provided support to directors and the administrative manager, including filing, answering phones and doors, client support, donation acceptance, and data collection.
- Participated in organization events and activities as assigned, including monthly staff meetings and excavation events.
- Assisted with general office work, including filing, copying, and answering phones.