

BELLA PAO

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bellapao.com

EXPERIENCE

Internship - Jewel Music Management

(September- December 2023) Berlin, Germany

- Developed skills in social media strategy, artist merchandising, music video production, and music management
- Gained familiarity with Spotify, BandsinTown, YouTube, X, Instagram, and TikTok from an artist's account
- Designed artist merchandise, provided music video photography, and shadowed the production of album & single releases

Marketing Internship - Z2 Entertainment

(May- August 2023) Boulder, Colorado

- Gained skills in marketing at a concert venue through social media research, website updates, and in-house printing of flyers
- Refined skills in Microsoft Excel, Wordpress, and an understanding of paid media relations

Creative Social Media Internship - Goop

(May-August 2023) Remote

- Designed Instagram stories for the company on Figma and After Effects
- Gained familiarity and understanding of company branding, best design/typography practices, and team communication on Slack

Web Design Internship - Mission Zero

(March 2022- May 2023) Boulder, Colorado

- Designed, wireframed, and updated webpages for a climate action nonprofit website
- Developed familiarity and skills in information architecture, Wordpress, Beaver Builder, and HTML/CSS
- Worked with Google Ads, Vimeo, and YouTube
- Provided event photography and grassroots marketing assistance for the annual Climate Action Expo

EDUCATION

University of Colorado Boulder

(August 2020- May 2024)

- B.S in Media Design
- minor in Creative Technology and Design

SKILLS

- Visual Design
- Motion Graphics
- Web Design
- HTML/CSS
- Java Script
- Wireframing
- Empathy Map
- Interviewing
- Storytelling
- Branding
- Copywriting

SOFTWARE

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|------------|--------------|
| - Adobe CC | - Wordpress |
| - Figma | - Google Ads |
| - Canva | - Meta Ads |
| - Notion | - Outlook |

OFF-DUTY

- Concert Photography
- Skiing
- Hiking
- Scuba Diving (PADI open water certified)