

BELLA PAO

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bellapao.com

EXPERIENCE

Internship | Verde Brand Communications

January- August 2024 (Boulder, Colorado)

- Developed skills in the outdoor industry writing press releases, media pitches and tracking
- Refined skills in Google Sheets, Muck Rack and AP style writing

Internship | Jewel Music Management

September- December 2023 (Berlin, Germany)

- Developed skills in social media strategy, artist merchandising, music video production and copywriting
- Refined skills in Adobe, Canva and Dropbox

Marketing Internship | Z2 Entertainment

May- August 2023 (Boulder, Colorado)

- Gained skills in social media marketing, website updates and grassroots marketing
- Refined skills in Google Sheets and Wordpress

Creative Social Media Internship | Goop

May-August 2023 (Remote)

- Developed skills in layout, typography, branding, and design for instagram stories
- Refined skills in Figma, After Effects, Monday and Slack

Website Designer | Mission Zero

March 2022- May 2023 (Boulder, Colorado)

- Developed skills in wireframing, website design, SEO and grassroots event promotion
- Refined skills in Wordpress, Beaver Builder, HTML/CSS, Google Ads, Vimeo and Youtube

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
- Wireframing
- Interviewing
- Strategic Writing
- Copywriting

SOFTWARE

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|------------|-----------------|
| - Adobe CC | - Wordpress |
| - Figma | - Google Ads |
| - Canva | - Google Sheets |
| - Muckrack | - GMass |

OFF-DUTY

- Concert Photography
- Skiing
- Hiking
- Scuba Diving