

# BELLA PAO

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bellapao.com

## EDUCATION

### University of Colorado Boulder

- B.S in Strategic Communications
- Minor in Creative Technology & Design

## SOFTWARE

- Adobe CC
- Figma
- Monday
- Wordpress
- Google Ads & Analytics
- Google Suite
- Muckrack

## SKILLS

- Visual Design
- Motion Graphics
- HTML/CSS
- Wireframing
- Interviewing
- Strategic Writing
- Copywriting

## OFF-DUTY

- Concert Photography
- Skiing
- Hiking
- Scuba Diving

## EXPERIENCE

### Verde PR- Intern

*(January 2024- Present) Boulder, Colorado*

- Wrote press releases, media pitches and earned-media tracking in the outdoor industry
- Skills in Google Sheets, Muck Rack and AP style writing

### Jewel Music Management- Intern

*(September- December 2023) Berlin, Germany*

- Practiced social media strategy and copywriting for German pop star accounts
- Skills in Adobe CC and Canva

### Z2 Entertainment- Marketing Intern

*(May- August 2023) Boulder, Colorado*

- Worked in social media marketing, backend website uploads and grassroots marketing
- Skills in Google Sheets and Wordpress

### Goop- Creative Social Media Intern

*(May-August 2023) Remote*

- Worked with layout, typography, and design for social media following brand guidelines
- Refined skills in Figma, After Effects, Monday and Slack

### Mission Zero- Website Designer

*(March 2022- May 2023) Boulder, Colorado*

- Worked with website design, SEO, wireframing and grassroots event promotion
- Refined skills in Wordpress, HTML/CSS, Google Ads & Analytics, and Youtube