BELLA PAO

DESIGN & STRATEGIC COMMUNICATION

CONTACT

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EDUCATION

2020 - 2024
University of Colorado Boulder
- B.S in Strategic Communications
- Minor in Design

SOFTWARE

- Adobe Illustrator
- Adobe After Effects
- Adobe Photoshop
- Figma
- Canva
- Google Suite
- Microsoft Office
- Muck Rack
- Word Press

SKILLS

- Creativity
- Strategic Writing
- Visual Design
- Typography
- Time Management
- Organization

WORK EXPERIENCE

Verde Brand Communications

PR Intern — Jan 2024 - Aug 2024

- Assisted account managers on projects for outdoor industry clients.
- Produced strategic writing for press releases and pitches, built media lists, fostered relationships with journalists, and managed product seeding.
- Client specific work included Outdoor Research, Goretex, Mammut, Costa, Royal Robbins, and Jogology.
- Gained skills in Muck Rack, Google Sheets, and meeting deadlines in fast paced work environments.

Jewel Music Management

Intern — Sep 2023 - Dec 2023

- Assisted in produced copy and creative content for an artist's social media accounts while performing on The Voice of Germany.
- Engaged in concert photography and video editing on Adobe CC
- Gained familiarity with Shopify for artist merchandising.

Goop

Creative Social Media Intern — May 2023 - Aug 2023

- Worked cross functionally between two teams to design instagram content following Goop brand guidelines.
- Gained familiarity with typography, graphic design, motion graphics, and producing creative assets on a deadline.
- Gained skills in the softwares Figma and After Effects.

Mission Zero

Website Designer — Mar 2022 - May 2023

- Assisted with strategy and design and for a local climate action non-profit.
- Worked in Wordpress and HTML/ CSS to produce an engaging UX/UI for the three different personas who visited the site and regularly produced new landing pages with responsive design.

REFERENCES AVAILABLE UPON REQUEST