

# ISABEL DONG

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## PROFESSIONAL EXPERIENCE

### Foothill DECA, Director of Communications

**April 2021 - Present | Pleasanton, CA**

- Developed 2 Chapter Campaigns to grow chapter and build partnerships within school and community
- Coordinates with school and local media outlets to share press releases
- Oversees judge recruitment for conferences
- Manages fundraising and sponsorships

### Hart MathCounts, Vice President

**June 2021 - Present | Pleasanton, CA**

- Leads team of 20+ coaches
- Coordinates with school personnel, advisors, students, and parents
- Oversees district and state competitions
- Develops engaging material to instruct 90+ students in weekly lessons

### Foothill NOTA, Vice President of Production

**December 2020 - Present | Pleasanton, CA**

- Leads team of 6 to market and promote each magazine issue to audience of 100+
- Manages budget and fundraising

### CCOP CYO Basketball, Referee Crew Captain

**September 2019 - Present | Pleasanton, CA**

- Leads crew of 5+ referees weekly
- Communicates with Athletic Directors to report key game information
- Enforces correct game rules to 50+ teams and 500+ players, coaches, and parents

## VOLUNTEER EXPERIENCE & ACTIVITIES

### Rhapsody for Youth, Vice President of Marketing

**January 2021 - July 2021 | Pleasanton, CA**

- Increased social media following by 1,750%
- Instructed 150+ students on speaking and writing
- Led all advertising and communication efforts

### Foothill High School Varsity Basketball, Player

**April 2020 - Present | Pleasanton, CA**

- Leads pre-season training workouts
- Participates in practices and games

## EDUCATION

### Foothill High School

Class of 2023

Weighted GPA: 4.47

Unweighted GPA: 4.0

### Notable Courses:

- Sports & Entertainment Marketing
- AP Computer Science A
- AP Calculus BC
- AP Statistics

## QUALIFICATIONS

- Enthusiastic, high-energy leadership
- Dedicated, goal-oriented work ethic
- Excellent organizational skills
- Works well in both team-based and independent capacities
- Effective communicator
- Proficient in PowerPoint, Excel, and Canva

## HONORS/AWARDS

- **California DECA Fifth Place Overall** Sports and Entertainment Marketing Series
- **California DECA Fifth Place Overall** Integrated Marketing Campaign - Service
- **Northern California DECA First Place Overall** Sports and Entertainment Marketing Series
- **Northern California DECA Second Place Overall** Integrated Marketing Campaign - Service
- American Invitational Mathematics Examination (AIME) Qualification