



Photo from an Adirondack solo hike

# Isabella

Location: Rochester, NY

Education: BA in Communications Studies and Spanish Language from Niagara University, earning an Interactive Media MS from Quinnipiac University

Occupation: Marketing & Administrative Services for a small sales company

Languages: English (native), Spanish (university and conversation level), Italian (hobbyist level)

## ABOUT ME

I am nervous for the ICM 514 course because I put a lot of pressure on myself to excel, even when it is not sustainable. I work best when I have a full and complete understanding of what the assignments are, but it takes a lot of brain power for me to set myself up for success. Procrastination has a hold on me, but it's a habit I'm trying to break. I am looking forward to this course, as I need more experience when it comes to putting myself in the consumers' shoes. I have a hard time connecting them if I don't find the topic interesting. It's motivating for me to think about my career path and the possibilities in marketing the outdoors.

I have experience with the Adobe Suite applications, Microsoft applications, Canva, various social media platforms, copy passing, writing, digital marketing, email campaigns, website design, and other skills.

I am a Board Member of a non-profit in the Rochester area called Walking For Rochester. I also did marketing consultation for them and set guidelines for them to follow to grow their audience. The founder has become my mentor and has allowed me the space to grow into myself, while also providing support and feedback.

## SKILLS

Compassion



Eye for details



Leadership



Teamwork (makes the dream work)



Communication



## GOALS AND OBJECTIVES FOR THE COURSE

- Develop my personal brand.
- Have a completed portfolio to show to potential employers.
- Enjoy the process of learning - with an open mind.
- Break the procrastination habit.
- Create a sustainable schedule and manage my time well.
- Utilize my critical and deep thinking as a tool for success, instead of dread.
- Create lasting connections with classmates and professors from my time at Quinnipiac.

## HOBBIES AND INTERESTS



VEGANISM



FILM  
PHOTOGRAPHY



TRAVEL



HIKING



READING



YOGA



CAMPING



SUSTAINABILITY



SUPPORTS  
SMALL BUSINESSES



HOUSEPLANTS



CLIMBING



GOOGLE LOCAL GUIDE



TASTINGS