

ISABELLA SUSINO

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SKILLS

- **Language Fluency:** English (native), Spanish (Intermediate)
- **Technical Skills:** Adobe Creative Cloud; adaptability; audio recording and editing; Canva; critical thinking; Design Sprint Facilitation; event budgeting and planning; Google Workspace; Hootsuite; MailChimp; Meta Ads; Meta Business Suite; photography; social media content strategy; storyboarding; User Experience (UX) Design and Research; User Interface (UI) Design; video editing and recording; WordPress backend and plugins; Zoho CRM.

EXPERIENCE

Indiana University – Bloomington, IN **May 2025 - current**

Civic Engagement Local Observer for the Lake Placid Region

- Contacts selected local community organizations and invites them to participate in the study
- Compiles lists of meetings, events, and activities held by participating community organizations
- Attends and observes those meetings, events, and activities using the SSO tool to collect standardized, quantitative data.

Northlight Collective – Lake Placid, NY **April 2025 - current**

Small business marketing CEO & Digital Marketing Specialist

- Creates social media posts for clients; manages & betters UI for client websites; maintains customer relations on behalf of clients; plans content strategy & fundraising initiatives.

Adirondack Explorer – Saranac Lake, NY **Jan 2025 - April 2025**

Audience Development Editor

- Created daily social media posts that are derived from the Explorer's stories, both new and archived content.
- Reviewed and edited newsletters; scheduled for optimum Mailchimp audience engagement.
- Managed the WordPress site; tailored headlines and leads for SEO; monitored site traffic and pivoted campaign strategy to increase traffic throughout the day.
- Developed new in-story content or CTA blocks, new landing pages for existing content, repackaged new/existing content.
- Organized and publicized events through all existing channels. Managed registrations and attendee list via Eventbrite; sent reminders for the events.

North Carolina Democratic Party Coordinated Campaign – Greenville, NC **Aug 2024 - Nov 2024**

Regional Campus Campaign Organizer

- Recruited and managed student fellows to assist in registering voters and engaging with other students on campus. Delegated tasks to each student fellow and invited collaboration between them as a team.
- Recruited, trained and scheduled volunteers to work voter registration shifts.
- Built high capacity engagement events for the university campus to increase student involvement and knowledge in voting.
- Created social media content for the student democratic organization to post about various events or

important voting information for the region.

- Collaborated with local candidates to strategize how to host rallies and help inform students and local community members about their campaigns. Assisted in planning fundraising events.

United States Senate – Washington, DC

June 2024 - July 2024

Secretary of the Senate Intern

- Handled secure information and assisted with inbound calls.
- Received data and transferred information to reorganized excel files. Confirmed term dates and cross referencing on the quarter's term log.
- Created opportunities outside of work for fellow interns to gather.

DrugZone Pharmaceuticals - Remote

Nov 2023 - May 2024

Marketing and Sales Associate

- Implemented a marketing protocol and schedule of social media posts. Created social media content, internal sales .pdfs and one-pagers, and externally shared .pdfs and printouts.
- Created newsletters using MailChimp to promote specials and new products.
- Event and marketing photography.

Volunteer Work

Walking For Rochester – Rochester, NY

June 2022 - Jan 2025

Board of Directors Member - Jan 2023 - Jan 2025

Marketing Consultant - Nov 2023 - Jan 2025

Volunteer Director of Marketing - Nov 2022 - Nov 2023

Volunteer Social Media Coordinator - Jul 2022 - Nov 2022

- Posted social media content. Conducting social media analytics for ROI reports for sponsors.
- Implemented marketing strategy.
- Maintained website design and bug fixes.
- Engaged with sponsors and small businesses to foster relationships.
- Fundraising experience.
- Assisted in fundraising and obtaining, collaborating, and maintaining a sponsor network.

EDUCATION

Quinnipiac University – Camden, Connecticut (online program)

Anticipated end date: May 2026

Master of Science in Interactive Media

Niagara University – Lewiston, NY

May 2021

Bachelor of Arts in Communication Studies and Spanish Language