



# Isabella Bello A.

*Social Media Digital Content  
Creativity Copywriting*

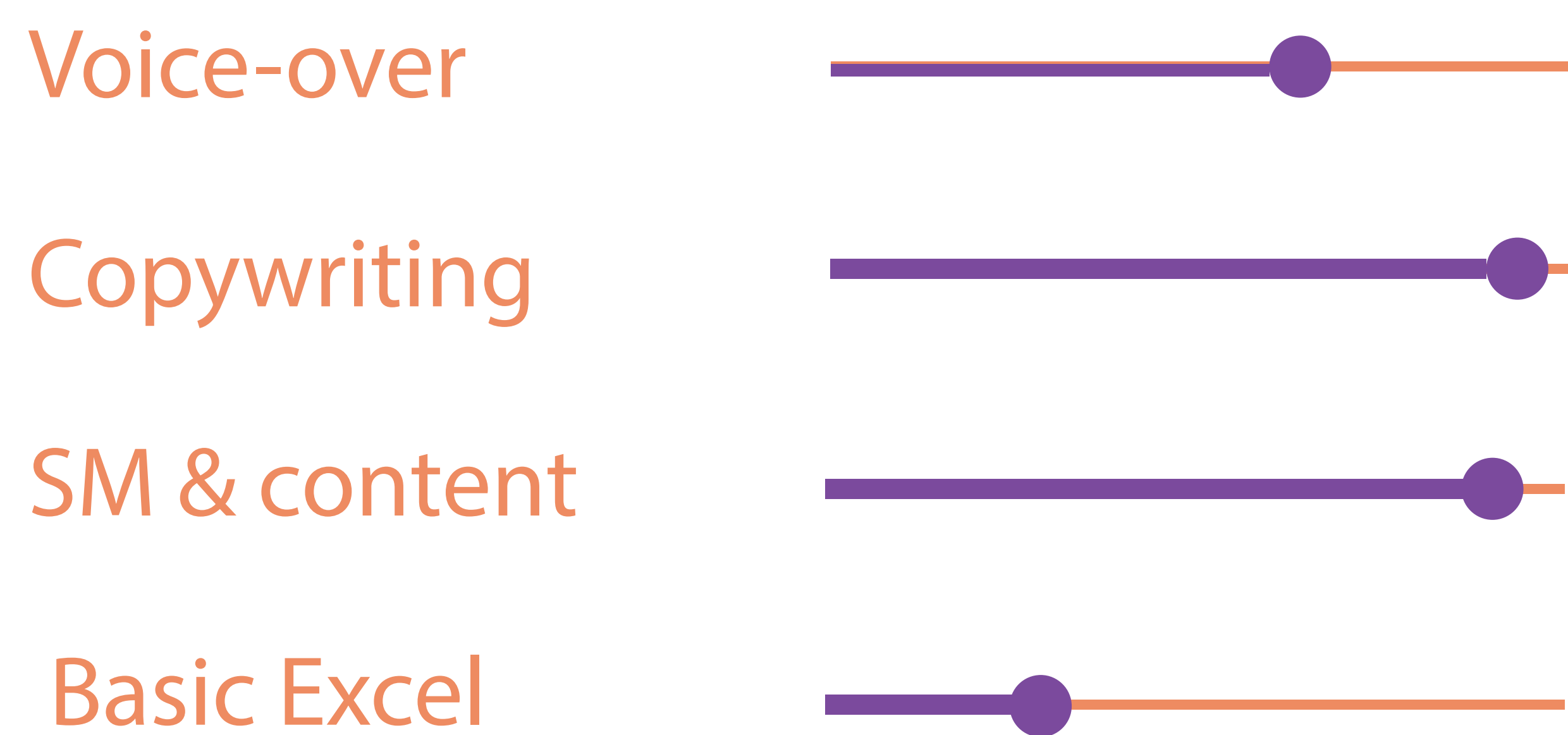
## ABOUT ME

Every experience in life defines who you are and prepares you for a "life path". In my case, I fell in love with advertising when I started my studies at the Latin University of Costa Rica. It all happened in a very bizarre but wonderful way.

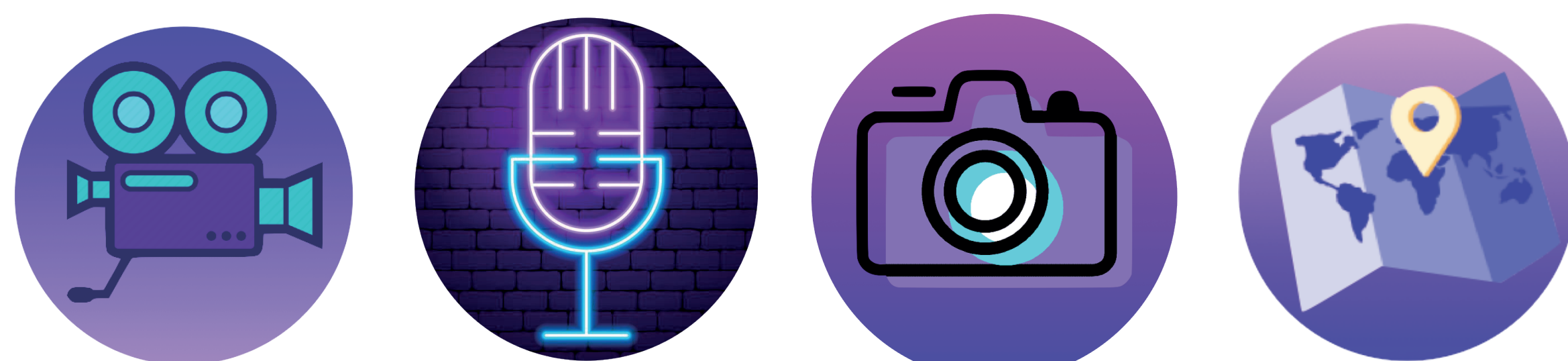
I discovered that I am very passionate about creating, whatever comes to my mind, whether it is a strategy, captions, stories, articles or even short films. Every time I do it I feel fulfilled, so relating them has become my life's mission.

I am excited to share thoughts, feelings and ideas that are truly valuable to the people exposed to them, in advertising or any other arena I submit my work to.

## SKILLS



## INTERESES



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## WORK EXPERIENCE

- **05/20 - Present Community & Content Manager Freelance**  
In charge of developing content plans, scheduling publications and writing articles, according to the needs of the companies that hire my services.
- **03/22 - 05/22 DCS Bilingual copywriter | Leo Burnett**  
In charge of creating content plans for social media, billboard copies and the creativity of various media formats for brands such as: Amazon jobs, Heinz, Kraft, Liberty and McDonald's.
- **09/21 - 11/21 DCS Community & Content Manager | 4am Saatchi & Saatchi**  
Responsible for developing content plans, scheduling publications and managing the political party's SM community.
- **03/21 - 06/21 PT Community Manager | Thinking Labs**  
Responsible of developing content plans, scheduling publications and managing all clients' communities in the agency.
- **06/20 - 05/21 Virtual customer service agent | Amazon**  
Responsible of providing support to customers which have inquiries about the status of their orders or other concerns related to their Amazon account.
- **09/19 - 11/19 Digital media and creativity trainee | Havas Tribu**  
Responsible for developing content plans, scheduling publications and managing the community of various brands, such as Lala and La Lima Free Zone.

## EDUCATION

- **03/23 - Copywriting Specialization | ECW Spain**  
Learning in depth about the copywriting world, skills, and how to succeed in an ever-changing industry from Maider Tomasena, a renowned hispanic language copywriter.
- **03/21 - 02/22 Digital Marketing Specialization | LAVA Liquid Learning method**  
Learn about various topics such as advertising planning, digital strategy and content creation.
- **11/18 - 12/18 Liquid Ideas workshop | COMUNIDAD**  
Learn with Javier Urbaneja, Former Chief Creative Officer of Havas Tribu, about liquid ideas and how to find them to make every campaign a success.
- **01/18 - 03/18 Account Planning | Miami Ad School**  
An experience taught by professionals in the U.S. advertising industry that allowed us to develop the skills, knowledge and the necessary toolkit to perform the role of an account planner.
- **02/13 - 11/17 Bachelor in advertising | ULatina de CR**  
A formative stage that drove me through the process of self-knowledge and professional development as a Publicist inclined to specialized fields in advertising creativity, account planning and social media management.