

ISADORA ONOFRE DEMARCHI

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EDUCATION

University of Florida Warrington College of Business

Gainesville, FL

Bachelor of Science in Business Administration – Finance

May 2028

- GPA: 3.8/4.0

Relevant Coursework: Financial Accounting, Managerial Accounting, Information Systems, Principles of Marketing

EXPERIENCE

DolFinContent

Dec 2024 - June 2025

Marketing Intern, 12 hours per week

Remote

- Conducted market research on 30+ companies to analyze industry trends and define target audiences, incorporating such findings to elevate DolFinContent's media pages, attracting potential clients
- Collaborated with a team of 10+ members to optimize website content for improved engagement by creating detailed business plans covering the daily social media presence across the company's platforms
- Spearheaded the development of 5+ online marketing campaigns such as an influencer outreach approach to promote brand awareness by designing social media posts boosting account reach by 50% over a 6-month period

Medical Concept Innovation

May 2023 - Aug 2024

Media Marketing Manager, 10 hours per week

Sunrise, FL

- Designed 100+ event flyers and videos for social media through Canva to showcase stakeholder investment directions, increasing customer knowledge of products and exhibitions in the healthcare field
- Executed B2B marketing campaigns and advertisements by reaching out to competitors and potential buyers with product catalogs to better understanding customers' needs, expanding inbound leads by 40%
- Oversaw marketing of 5+ social media accounts, boosting engagement with healthcare professionals by reaching out and introducing MCI's various product catalogs

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Finance Professional Development

Sep 2025 - Present

Member (Learner Phase)

Gainesville, FL

- Explore 15+ distinct finance career paths in depth to support strategic decision-making in selecting a targeted area of specialization for postgraduate, full-time employment
- Analyze 40+ industry professional interviews to gain insights into day-to-day responsibilities, required skill sets, and long-term career trajectories across finance roles to ease decisions of postgraduate workforce possibilities

Delta Sigma Pi

Sep 2025 - Nov 2025

Pledge Class Artemis Vice President of Marketing

Gainesville, FL

- Facilitated 5 weekly chapter meetings for 120+ members by delivering structured PowerPoint presentations covering marketing updates, Instagram highlights, and merchandise design, driving engagement on pledge class branding
- Undertook a 5-week leadership and professional development program to earn membership in Delta Sigma Pi, strengthening collaboration and professionalism through 150+ hours of workshops, projects, and networking
- Supported the chapter Vice President of Marketing by collecting t-shirt payments of 26 pledges, maintaining a social media presence, and directing and editing the pledge class video summarizing the 5-week pledging process

Leadership Development Program

Jan 2025 - May 2025

Project Team

Gainesville, FL

- Contribute to 10+ weekly meetings that foster the industry's professional insights analyzed by a group of students to attain the best possible solutions to the business world issues at hand
- Evaluate real-world business problems within teams of 3-10 students sharing distinct solutions and develop 5+ fitting innovative outcomes to drive efficiency for the issue at hand

ADDITIONAL INFORMATION

Certificates: Excel Essential Training

Languages: Portuguese (Native), Spanish (Intermediate)

Interests: Pilates & Weightlifting, Travel Planning, Spanish & Italian, Musicals, Sitcoms & Podcasts