ISABELLA GIORDANO

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EDUCATION

University of Florida, Warrington College of Business **May 2030**
Bachelor of Science in Business Administration, *Marketing* Gainesville, FL

WORK EXPERIENCE

United Tennis Aid **August 2022 - Present**
Director Miami, FL

- Cultivated partnerships with Americargo, University of Miami Head Tennis Coach, Chow Tennis Academy, and MGT Academy to coordinate the collection and shipping logistics of over 5,400 donations, which expanded access to essential equipment for athletes in underserved communities
- Coordinated quarterly donation drives by organizing 12–15 volunteers to inventory, package, and load donated tennis equipment and clothing, which facilitated certified community service hours and efficient shipment preparation

MGT Academy Summer Camp **June 2026 – August 2026**
Coach & Youth Tennis Referee Miami, FL

- Coached 27 children ages 4–12 across 12 weeks, leading daily tennis drills, games, and activities to improve the technical skills of the players as well as keeping their focus and engagement
- Provided individualized support to three campers with special needs by adapting group activities and communication styles to foster a supportive and comfortable environment

EXPERIENTIAL LEARNING

AP Capstone Research Study **August 2024 – May 2025**
Student Researcher Miami, FL

- Investigated the influence of beauty marketing strategies on consumer perception and purchasing behavior among females ages 14–20 through a mixed-methods survey exploring emotional and social responses to marketing tactics
- Collected and analyzed quantitative and qualitative data from 149 participants to examine how packaging design, influencer marketing, and brand messaging affect trust, desirability, and purchasing intent

LEADERSHIP & INVOLVEMENT

TERRA Environmental Research Institute Varsity Tennis **January 2023 – May 2026**
Captain (August 2024 – May 2026) Miami, FL

- Organized a Chipotle fundraising campaign by coordinating team participation and promotion, generating $225 to help purchase team equipment and assist with transportation expenses

***Number 1 Seed (January 2023 – May 2026*)**

- Competed as the number one singles and doubles seed, finishing the senior preseason undefeated in both events
- Qualified for the FHSAA state tournament in singles and doubles four times and won three Class 3A district championships, earning a feature in the Miami Herald

United Tennis Aid's Pickleball For Purpose **July 2025 – October 2025**
Organizer/Host Miami, FL

- Raised over $700 in sign-ups and collected over 200 donation items which enabled impoverished academies in Venezuela to purchase essential equipment such as nets and supported shipment packaging costs
- Gathered a team of 10 volunteers to help manage all 52 player registrations, match coordination, and refereeing for 36 matches across four hours to mobilize an efficient tournament
- Secured partnerships with Diadem Sports for pickleball equipment, the City of Doral for event venue support, and two small local businesses for food sales by outreach through phone calls, emails, and in-person meetings

ADDITIONAL INFORMATION

Memberships: University of Florida Club Tennis, Competition Travel Team **September 2026 – Present**
Language: Spanish (Proficient)
Awards: Miami Herald Silver Knight Nominee – Athletics, Miami Dolphins Scholar-Athlete Scholarship
Interests: Professional Tennis, Travel, Romantic Comedies