

Bella Mangiacotti

New York, NY * (860) 326-4771 * bellamangiacotti@gmail.com

EDUCATION:

Emmanuel College

Bachelor of Arts degree

Majors: Political Science, International Relations

Minor: Spanish

Summa Cum Laude

Boston, MA

May 2024

EXPERIENCE:

Purple Donut Studios

Social Media Manager/ Website Designer

Frederick, MD

January 2025- Present

- Developed and launched the company's full-service social media management package, doubling the number of social media clients within a year.
- Built tailored online brands from the ground up for clients with minimal or no prior presence, driving engagement and audience growth across platforms.
- Designed and launched five custom, client-focused websites using Webflow, balancing aesthetic appeal with performance and user experience.
- Spearheaded the company's own social media strategy, increasing brand visibility and forming partnerships with former and current clients through targeted digital outreach.

Moxxie Street Events

Executive Assistant/ Coordinator

Brooklyn, NY

September 2024- Present

- Developed and executed marketing strategies to enhance brand awareness and attract new clients, resulting in a 100% growth in clientele within three months
- Spearheaded the creation of the company's digital presence, including designing and managing social media campaigns, establishing partnerships with local vendors, and developing content for an upcoming website launch
- Conducted market research to adjust pricing strategies, optimizing revenue while expanding operational capabilities
- Executed day of coordination for over seven weddings, ensuring the day ran smoothly and timely

Massachusetts Women's Political Caucus

Political Action Committee Intern

Boston, MA

January 2024- July 2024

- Drafted Compelling donor appeals, event invitations, and candidate endorsements, enhancing communication efforts and increasing engagement with stakeholders
- Created social media posts highlighting the work of the caucus, including events, fundraisers, and endorsements, increasing visibility and improving follower engagement
- Produced and distributed targeted media outreach materials, contributing to effective campaign messaging and increasing visibility for political candidates
- Utilized EveryAction software for voter targeting, volunteer coordination, and campaign planning
- Conducted opposition research to strengthen campaigns and predict electoral success

Institute of Eastern Mediterranean Studies

Research Associate

Boston, MA

July 2022- December 2024

- Developed research skills, created and conducted projects about women and climate change in the Mediterranean
- Communicated with associates of the institute to facilitate relationships and secure donations
- Orchestrated multiple events, including presentations and community discussions, hosting over 50 people
- Coordinated fundraising to double the institute's budget and expand the scholarship program

ADDITIONAL SKILLS:

Language: Spanish, learned fluency

Microsoft Excel: Ability to use Excel for advanced data analysis, including pivot tables and complex formulae.

Data Analysis: Strong quantitative skills to analyze large datasets, draw actionable insights, and apply optimization strategies.

Troubleshooting: Ability to identify and resolve campaign and delivery issues efficiently, working with solutions teams as needed.

Marketing: Proven ability to solidify a brand, create an online presence, and grow a business through advertising.

R Proficiency: Strong understanding of R syntax and code, ability to manipulate data sets and create reports.