

ISABELA GILBERTI

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EDUCATION

UNIVERSITY OF SOUTH FLORIDA

Bachelor of Science in Marketing & Finance

MAY 2027

Tampa, FL

- Cumulative GPA: 4.0
- Relevant coursework: Basic Marketing, Principles of Finance, Principles of Investments, Advanced Corporation Finance.

LEADERSHIP AND ACTIVITIES

NAULT CENTER FOR ENTREPRENEURSHIP

SEPTEMBER 2024 – PRESENT

Gonzalez Fellow

Tampa, FL

- Produce more than 30 branded marketing materials, including flyers, social media graphics, and digital wall displays, using Canva, Adobe Illustrator, and Lightroom. Over 10 designs published and used to promote Center initiatives. Notably design the Center's flagship one-page pitch flyer, developing multiple iterations with leadership feedback to summarize programs for outreach.
- Create and distribute targeted email communications via BullsConnect to more than 1,000 students and employees, reinforcing brand awareness and driving participation in Center programming.
- Design and launch a personal portfolio website, prototyping in Figma and building in Webflow to showcase creative and technical skills through a responsive, production-ready digital presence.
- Build a brand style guide and prototype product packaging for a mock startup (Amora), establishing visual identity standards through color palettes, typography, and label design. Enhances creative work with business feasibility analysis by researching cost structures, import assumptions, and competitor positioning.
- Develop a mock \$1,000 marketing campaign, conducting target audience analysis, aligning goals with measurable objectives, and outlining strategies and tactics. Build a detailed, tactic-based budget to model cost-effective execution.

AMERICAN MARKETING ASSOCIATION

DECEMBER 2024 – MAY 2025

Director of Social Impact

Tampa, FL

- Outreached to 15 local nonprofits and secured partnerships with seven organizations, planning and executing seven volunteer events that engaged 30 student volunteers from a membership base of 300. Led event planning, logistics, and marketing efforts through email outreach, in-person promotion, and volunteer recruitment.
- Delivered weekly presentations to 40 members and directed committee meetings, strengthening communication and public speaking skills while aligning members with the committee's vision and driving engagement in social impact initiatives.

MODEL UNITED NATIONS

DECEMBER 2022 – APRIL 2023

Director, Journalistic Committee

Belo Horizonte, MG, Brazil

- Directed a 10-person media team, producing three newspapers in three days and designing layouts for 10 articles in Adobe Illustrator. Managed the event's Instagram account, creating 20 posts and videos that increased engagement by 30%.

PROFESSIONAL EXPERIENCE

MARRIOTT VACATIONS WORLDWIDE

JUNE 2024 – AUGUST 2024

Operations Intern

Marco Island, FL

- Represented the Marriott brand in 100 weekly guest interactions and 40 calls, applying active listening, tailored messaging, and de-escalation techniques to resolve concerns and reinforce the company's mission of premium vacation experiences.

SKILLS AND INTERESTS

- **Languages:** Portuguese (fluent), English (fluent), Italian (conversational), Spanish (conversational).
- **Technical Training:** Webflow, Figma, Adobe Illustrator, Adobe Lightroom, Canva, CapCut.
- **Achievements:** Dean's List (Fall 2023 – Present), USF LAC Scholarship (2023 – Present).
- **Interests:** Catholic Studies, Star Clusters & Nebulae, *Lord of the Rings*, *WSJ* Business & CMO Sections, Outdoor Jogging, Socrates' *Apology*.