

# Isabella Cascio

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## EXPERIENCE

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### Social Media Strategy & Content Assistant

SCAD Social Strategy and Management Department

January 2025 - March 2025

- **Content Creation & Visual Design:** Produce engaging digital content for social platforms, support video editing and graphic design aligned with department branding and strategy.
- **Strategic Communication & Project Support:** Supported department initiatives through communications, trend research, event planning, and cross-functional collaboration in a fast-paced environment.

### Social Media Strategy Consultant

Coastal Heritage Society: Savannah History Museum

March 2024 - June 2024

- **Social Media Audit & Strategy:** Conducted research, audits, and content calendar development for the Savannah History Museum.
- **Evergreen Content Creation:** Developed lasting content and strategies to enhance the museum's social media presence.

### Production Assistant / Graphic Designer

Case Imagery, Inc.

August 2019 - Present

- **Visual Content Creation & Production:** Collaborated on visual content and supported the production process for cohesive, high-quality output.
  - **Marketing & Branding Development:** Managed marketing tasks and developed promotional materials to enhance brand identity and customer engagement.
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## EDUCATION

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### B.F.A. in Social Strategy & Management

Minor in Advertising & Branding • Savannah College of Art and Design (SCAD) • 2025 • 4.0 GPA

- Dean's List 2021, 2022, 2023, 2024, 2025
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## AWARDS

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### Gold in Multimedia / Online Advertising Design

International Design Awards (IDA) • 2023

### Bronze in Multimedia / Brand Identity

International Design Awards (IDA) • 2023

### Bronze in Multimedia / Social Media Campaign

International Design Awards (IDA) • 2024

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## INVOLVEMENT

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### Vice President

Savannah College of Art and Design (SCAD) • SCAD Social Media Club • June 2024 - Present

- Led social media management, content creation, and logistics while shaping the club's visual identity and enhancing engagement through strategic planning and cross-team coordination.

### Club Member

Savannah College of Art and Design (SCAD) • SCAD Advertising Club • September 2022 - Present

### Club Member

Savannah College of Art and Design (SCAD) • SCAD Serve • September 2021 - Present

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## SKILLS

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Social Media Strategy, Content Creation, Analytics/Data Interpretation, Campaign Management, Art Direction, Adobe Creative Suite