

Isabella Cascio

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EXPERIENCE

Marketing Coordinator

CADY

June 2025 – Present, Alpharetta, Georgia

- **Social Media & Brand Strategy:** Develop and execute content across TikTok, Instagram, Facebook, LinkedIn, X, and Pinterest to strengthen brand visibility and engagement. Manage day-to-day social media operations and community interactions while analyzing performance metrics to refine strategy and optimize results.
- **Brand Ambassador Program:** Lead CADY's influencer and ambassador program, managing onboarding, content approval, and partnerships that amplify brand storytelling and reach.
- **Creative Production & Project Coordination:** Coordinate photo and video shoots, campaign launches, and marketing collateral to ensure cohesive, on-brand execution across all marketing channels.

Production Assistant / Graphic Designer

Case Imagery, Inc.

August 2019 – June 2025

- **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.

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.

EDUCATION

B.F.A. in Social Strategy & Management

Minor in Advertising & Branding • Savannah College of Art and Design (SCAD) • Graduated 2025 • Dean's List (2021- 2025) • 4.0 GPA

AWARDS

Bronze in Multimedia / Social Media Campaign

International Design Awards (IDA) • 2024

Gold in Multimedia / Online Advertising Design & Bronze in Multimedia / Brand Identity

International Design Awards (IDA) • 2023

INVOLVEMENT

Vice President

Savannah College of Art and Design (SCAD) • SCAD Social Media Club • June 2024 – March 2025

- 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.

SKILLS

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