

ISABELLA VINSONHALER

Professional Summary

Professional individual meticulous in managing and carrying out media presence, composing written documents, graphic design, and customer relations. Highly adept in event planning, press releases, marketing materials and communication.

Work History

MBio Diagnostics Inc. - Laboratory Manager & Research Associate

Boulder, CO

01/2019 - Current

- Led marketing campaigns/events and consumer insight research through the final product development cycle (9 months) of MBio's Harmful Algae Bloom product (HAB)
- Engaged in social discussion about our company projects, competitors, and industry, with both existing and potential customers, board of directors and internal research and development team
- Collaborated with cross-functional teams including business, engineering, and manufacturing to identify research objectives and plan user research activities
- Defined and established goals to overcome identified business challenges related to customer retention, brand awareness, sales, online presence or reputation and visitor traffic
- Provided KPI's on instruments and project deadlines
- Maintained close relations with HAB related customers and investors via email, phone, and in person meetings

Curiously Human - Content Creator

Boulder, CO

08/2017 - Current

- Composed short and long academic blog pieces for people between ages 16 to 30 using appropriate voice tones, pop culture references and word choice
- Performed QA checks to ensure all posts were correct
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique website
- Mapped user journey end-to-end using information architecture

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BOULDER, CO 80303

Skills

- Certifications: Google Analytics, Google Ads Display, & Facebook Certified Digital Marketing Associate
- Project & Customer Management Software: Zoho
- Content Management Software: Squarespace & WordPress
- Content Creation: Long & Short form Articles, Social Media Ads/Posts, Graphic Design & Website Design
- Data Analysis
- Social Media Marketing
- Customer Service
- Cross-functional communication
- Bi-lingual in English and French

Education

2019

The University of Michigan

Michigan, ND

Certificate: User Experience Research And Design

2018

The University of Colorado Boulder

Boulder, CO

Master of Arts: Biological Anthropology

- Dean's List from 2015 through 2016

diagrams, user flows, wireframes and paper and interactive prototypes

- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.

Wild Blue Car Wash - Copywriter

Boulder, United States

12/2017 - 03/2018

- Reviewed and edited final internal documents for accuracy across all phases of production
- Customized brand message to reach and capture target audience interest and drive engagement
- Proofed and approved production and printing drafts of promotional materials
- Drafted engaging, accurate and short press releases and ads
- Developed and managed communications strategies, plans and budgets.
- Contributed ideas to concept development, strategic planning and business operations.

Baldpate Inn - Museum Curator & Event Coordinator

Estes Park, CO

05/2015 - 08/2015

- Actively engaged with stakeholders during events by tracking attendance, supervising volunteer staff, welcoming guests, and presenting lectures
- Built relationships with clients through effective selling, dynamic response and managing of acquisitions.
- Fulfilled contractual obligations, including communications, vendor coordination, schedule creation, budget administration and rehearsal and day of event coordination.
- Promoted events, and exhibits via press releases, social media, email and other communication methods.
- Implemented Google Campaigns and Search Engine Optimization Software for various types of websites.
- Wrote daily blog posts about museum and events on museum website.

2015

The University of Colorado Boulder

Boulder, CO

Bachelor of Arts: Anthropology & Russian Studies

- Dean's List from 2014 through 2015
- Member of Phi Sigma Pi Honors Fraternity