

# Isabella Vaccaro

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## Professional Experience

### Marketing & Creative Designer, Arthur Vincent Co.

- Created and managed social media content, boosting engagement and follower growth
- Designed graphics and marketing materials aligned with brand guidelines
- Developed and executed digital campaigns across multiple platforms
- Analyzed metrics to optimize content and campaign performance
- Collaborated with teams on creative projects from concept to execution

Jun 2025 – present  
Putnam Valley, NY

### Freelance Graphic Designer & Digital Marketer

- Designed branding materials (logos, business cards, social media graphics) to enhance brand identity
- Developed SEO driven digital marketing campaigns to boost engagement and sales
- Created website designs and landing pages for improved user experience and conversions
- Managed content creation, scheduling, and analytics to optimize social media reach
- Collaborated with diverse clients to craft effective design and marketing strategies

May 2024 – present  
Carmel, NY

### Teaching Assistant, Carmel Central School District

- Supported teachers with lessons, grading, and classroom management
- Assisted students with assignments, projects, and test prep
- Led small group learning and reinforced key concepts
- Maintained a positive, organized learning environment

Jan 2025 – Jun 2025  
Carmel, NY

### Art Director, HipChik

- Modernizing brand using adobe creative suite and website design
- Creating unique, high-quality designs on merchandise and apparel catering to client preferences and current fashion trends
- Developed and executed social media strategies to increase brand visibility and engagement, consistently staying updated with the latest industry trends
- Provided exceptional hands-on sales support and customer service, ensuring a positive and personalized shopping experience for each client

May 2024 – Jan 2025  
Armonk, NY

### Art and Marketing Director, Divine Divas

- Enhancing the company's image by developing a modern website and creating a distinctive logo to elevate the brand using Adobe Creative Suite, Canva and Figma
- Managed social media content, posting schedule across platforms and providing personalized design services using custom collaborating and design
- Grew brand awareness, community engagement and increased social platform's followers and engagement rates well above industry benchmarks

Jan 2024 – May 2024  
Fairfield, CT

### Graphic Designer, Imaginary Content

- Collaborated with clients to understand their brand identity, target audience, and marketing objectives
- Produced creative content, assets and campaigns while transforming their vision into engaging and effective advertising concepts for prominent brands
- Marketing Delimex, Kraft and Target with packaging design and social media graphic advertisements quickly and efficiently to deliver content by established deadlines

Jan 2023 – May 2023  
Norwalk, CT

## Education

### Bachelor of Art & Design, Graphic Design, Sacred Heart University

Fairfield, CT

### Bachelor of Digital Marketing, Sacred Heart University

## Skills

• Campaign Management	• Typography	• Social Media	• Customer Marketing
• Visual Merchandising	• Creative Problem Solving	• Branding and Identity	• Layout Design
• Typography	• Motion Graphics	• Presentation	• Print Design
• Logo Design	• Digital Illustration	• Email Campaigns	• Photography
• Website Design			

## Programs

### Media

Adobe Creative Suite Microsoft Office, Excel, Powerpoint Canva Figma Procreate Google Ads Shopify

## Memberships & Certifications

- Sacred Heart University Dean's List
- Zeta Tau Alpha Fraternity E-Board Leader/Member