

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

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