



contact

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education

VCU Brandcenter

Class of 2021

M.S. Business/Branding

Track: Copywriting

James Madison University

Class of 2019

B.A. in Media Arts and Design

Second major in Writing/Rhetoric

Honors College Member

Summa cum laude

skills

Adobe InDesign, Illustrator,

Photoshop, After Effects

Final Cut Pro X, GarageBand

Hootsuite, Sprout Social, Airtable

MS Office, G Suite

HTML5, CSS3, IBM Silverpop

ask me about

Glamping

Condiments

Dunkin' Donuts

experience

Yebo | Copywriter

June 2021 - Present

- Concept and produce 360-campaigns
- Strategize, write, and execute requests for proposal and new business pitches
- Develop and maintain internal branding and social channels
- Clients: Virginia Lottery, Cato Fashions, Lustre Fine Jewelry, Scott's Addition, Virginia Foundation for Healthy Youth

**Freelance | Copywriter and Content Creator
2020 - 2022**

- Create logos, branding, and messaging for small businesses
- Build websites that align with established or newfound branding
- Write copy for websites, email marketing, social media, and campaigns
- Clients: Fortessa Tableware Solutions, ICA at VCU, Rigged For Sea

Beauregard & Co. | Copywriting Intern

Summer 2020

- Wrote Kickstarter video script and campaign page
- Wrote copy for e-commerce landing page, website, and blog
- Established Pinterest presence, emphasis on SEO content writing and creation
- Wrote, designed, and packaged press kit
- Built e-commerce blog—trend research and prediction, SEO optimization, and visual elements

**Fortessa Tableware Solutions | Copywriting Intern
Seasonal 2017 - 2020**

- Rebranded internal and external messaging guide
- Wrote current company tagline
- Wrote product copy, website descriptions, press releases
- Wrote and copyedited catalogs, lookbooks, packaging, decks, and custom books
- Designed collateral e.g. store signs, flyers, ads
- Wrote, designed, and coded email campaigns