

Isabel Kemp

Creative Advertising

isabelkemp.com

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experience

Freelance | Social Media Manager & Designer

Instagram: @Veiled.Film | Dec 2025 - June 2026

- Developed visual identity, key art, and promotional assets for Veiled, an NYU Senior Thesis Film.
- Led social media strategy, generating 96.1K+ views and supporting \$7K+ in fundraising.
- Analyzed engagement data to optimize content and expand audience reach.

Her Campus VCU | Social Media Team

Aug 2024 - May 2026

- Produced digital content aligned with college audience preferences and trends for Her Campus @ VCU.
- Monitored engagement and adjusted content strategy based on performance.

The Virginia Home | Creative Strategy & Copywriter

Aug 2025 - Oct 2025

- Developed campaign strategy, messaging, and copy for a client project with The Virginia Home.
- Created audience-driven creative concepts and refined deliverables based on feedback.
- Produced campaign materials selected for ongoing development.

Aireco Supply | Digital Marketing Intern

May 2025 - Aug 2025

- Designed marketing materials for digital, print, and web across 43 branch locations.
- Collaborated with marketing and sales teams to manage projects and meet deadlines.
- Maintained marketing assets and supported campaign execution.

education

Virginia Commonwealth University

Aug 2022 - May 2026 | Richmond, VA

B.S. in Mass Communications, Concentration in Creative Advertising | Magna Cum Laude

leadership

Treasurer & Social Chair

Jan 2023 - May 2026 | VCU

Managed club financial operations, including budgeting, expense tracking, and fund allocation for travel, equipment, tournaments, and team initiatives. Planned and coordinated team social events to strengthen engagement, team culture, and member experience.

skills

Creative

Creative Direction, Brand Development, Visual Storytelling, Campaign Strategy, Copywriting, Content Creation

Marketing

Digital Marketing, Social Media Strategy, Audience Research, Marketing Analytics, Performance Tracking, Project Management

Design & Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Canva, Social Media Platforms