

# ISABEL KEMP

Richmond, VA | [kempir@vcu.edu](mailto:kempir@vcu.edu) | [PORTFOLIO](#)

## CREATIVE ADVERTISING STUDENT

### SKILLS/CERTIFICATIONS

Communications: User Experience, Storytelling, Copywriting, Strategy, Technical Prowess

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Canva, Figma

Software: Microsoft Office, Google

Certifications: UX and Advertising Badge, Issued by VCU, May 2025

### COMMUNICATIONS EXPERIENCE

Aireco Supply, *Marketing Assistant Intern*, Laurel, MD

May 2025 – August 2025

- Designed and produced a variety of marketing materials, including flyers, digital signage, and web graphics for both the internal shop site, the company's public-facing website, and the 43 branch locations.
- Collaborated with marketing and sales teams to develop visually engaging content for product promotions and customer outreach.
- Conducted general office and marketing tasks, such as distributing materials and posting in-store signage.

The Virginia Home, *Brand Campaign Contributor*, VCU

September 2025 – October 2025

- Pitched a campaign concept and copy to a real-world client as part of a student project.
- Selected copywriting and campaign work were adopted and will be implemented in the client's marketing materials.

Breaking & Entering Crowbar Awards, *Creative Participant*, VCU

October 2025 – December 2025

- Partnered with a student agency to develop a full advertising campaign for a live creative brief.
- Contributed to concept development, strategy, and visual execution across multiple touchpoints.
- Helped communicate a clear campaign idea through messaging, graphic design, and creative direction.

Her Campus, *Video Team*, VCU

August 2024 – Present

- Curate digital content for female college students.
- Distribute and promote products in partnership with Her Campus to VCU students.

### ADDITIONAL WORK EXPERIENCE

Shift Lead, Sobol, Gainesville, VA

December 2020 – August 2025

Prime Shopper, Whole Foods Market, Glen Allen, VA

August 2024 – January 2025

Athletic Coordinator, Country Club of Virginia, Westhampton, VA

August 2025 – Present

### EDUCATION

Virginia Commonwealth University (VCU), Richmond, VA

Expected May 2026

Bachelor of Science in Mass Communications, Concentration in Creative Advertising

Overall GPA: 3.7

### COMMUNITY SERVICE & CAMPUS INVOLVEMENT

Richmond Animal Care and Control, *Volunteer*, Richmond, VA

January 2024 – Present

Aireco Supply, *Volunteer*, Richmond, VA

September 2023 – September 2025

Women's Club Soccer Team, *Social Chair (Jan 2024) and Treasurer (May 2025)*, VCU

January 2023 – Present

### AWARDS/RECOGNITION

VCU Dean's List

December 2022 – May 2025

Virginia Merit Award Scholarship Recipient

2022-Present