

Isabella R. Stange

Education:

Earning Bachelor of Arts, Hanover College; Expected Graduation: May 2021

- Major: Communication; Minor: Sociology, Business
- Cumulative Grade Point Average: 3.50, Dean's List

Related Experience:

Marketing Intern, Madison Area Chamber of Commerce June 2020 – August 2020

- Designed graphics and illustrations for the Guide to Madison magazine and other marketing and promotional materials
- Experienced in Adobe Illustrator, InDesign, and Customer Relationship Management Software
- Served on major in-person and virtual event planning committees
- Collaborated on strategic planning regarding community diversity and inclusion training
- Consolidated monthly marketing data analytics across different platforms
- Co-managed three social media accounts
- Supported clients via in-person and over the phone communication
- Authored and edited press releases to inform external audiences of community events

President, Alpha Delta Pi December 2019 – Present

- Manage executive board of eight officers and assist them in developing measurable goals
- Lead chapter meetings of 57 women and coordinate monthly scheduled topics of discussion
- Act as a liaison between active members, alumnae, campus administrators and collegiate advisors and national headquarters
- Implement all Alpha Delta Pi policies, procedures and risk management plans
- Develop weekly action plans and compile current successes and future goals for internal audience

Recruitment/Marketing Vice President, Alpha Delta Pi January 2019 – January 2020

- Prepared materials and training exercises on proper procedures, recruitment rules, and regulations for internal members
- Organized and provided monthly report to collegiate advisors regarding recruitment and marketing plans, member retention information, and social media insight results
- Directed six recruitment events to promote membership and engage a target audience
- Recruited 23 members, resulting in an increased chapter enrollment of 40% in one semester

Public Relations Chair, Alpha Delta Pi January 2019 – January 2020

- Maintained three social media accounts targeted towards internal and external audiences
- Monitored current social media trends to increase activity
- Wrote and edited marketing content for display on the external Hanover campus website
- Created and edited content for organizational promotion, including videos, posters, and flyers
- Organized monthly themed events to increase engagement with campus community
- Experienced in Canva, iMovie, Photoshop, InDesign, and MS Office Suite

Additional Experience:

Food Service Worker, Blimpie – America's Sub Shop June 2016 – August 2020

- Communicated face-to-face and over the phone to provide customer service
- Fulfilled customer orders and maintained fully stocked workstation
- Assisted in training new employees