

# ISABELLE INGLE

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## EDUCATION

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### University of North Carolina at Chapel Hill

Hussman School of Journalism and Media (Advertising/Public Relations); B.A. expected May 2025

Second Major in Communications

GPA: 3.8; UNC Dean's List

### Istituto Lorenzo de' Medici

Study Abroad Program in Florence, Italy, Spring 2024

## EXPERIENCE

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### Heelprint Communications

September 2024 – Present

#### Account Associate

Chapel Hill, NC

- Advance strategic outreach initiatives aimed at increasing visibility and engagement
- Manage communication efforts, including social media outreach and email campaigns

### VML

June 2024 – August 2024

#### Client Engagement Intern

Atlanta, GA

- Worked directly with GTB, an agency under the greater WPP network, to serve nearly 150 Southeast Ford Dealers with a focus on reaching new audiences
- Completed project request forms for sponsorships, partnerships and activations to streamline account objectives between internal and external teams
- Pitched a strategic mass media marketing campaign containing a year of deliverables including 12 activations and partnerships alongside my fellow intern team

### FMI - The Food Industry Association

May 2023 – August 2023

#### Communications, Marketing & Government Relations Intern

Arlington, VA

- Facilitated a member-only digital seminar reaching 10 of the top 75 food retailers in the country
- Produced a publication and blog on second chance hiring extending to 1,300 associate members
- Updated and organized over 120 media press lists in the software platform Cision

## COURSEWORK

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### MEJO 634: Public Relations Campaigns

Fall 2024

- Develop a campaign for global technology client Lenovo, targeting young creatives focused on AI
- Execute extensive client and industry research including surveys and interviews to complete a detailed research report for campaign planning and strategy

### MEJO 332: Public Relations Writing

Fall 2024

- Create a strong working relationship with client Operation Xcel, a local nonprofit organization
- Produce a detailed portfolio with PR plans and materials including press releases, fact sheets, direct mail pieces, and media list updates

## INVOLVEMENT AND HONORS

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### UNC Advertising Club, January 2023 – Present

Academic chapter affiliated with the American Advertising Federation (AAF)

### Carolina PRSSA, September 2023 – Present

UNC-CH student chapter of the Public Relations Society of America (PRSA)

### 2024 MADE Internship Program, January 2024 – August 2024

Selected in the top 4% of applicants by the Association of National Advertisers Educational Foundation (AEF)