

# 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: 3.85; UNC Dean's List

### Istituto Lorenzo de' Medici

Study Abroad Program in Florence, Italy, Spring 2024

## EXPERIENCE

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**Heelprint Communications**, Chapel Hill, NC, September 2024 – Present

### Account Associate

- Create relationships between the student-run communications agency and potential new clients
- Advance strategic outreach initiatives aimed at increasing visibility and engagement
- Manage communication efforts, including social media outreach and email campaigns

**VML**, Atlanta, GA, June 2024 – August 2024

### Client Engagement Intern

- Served nearly 150 Southeast Ford Dealers under GTB, an agency within the greater WPP Network
- Collaborated on multiple brand partnerships and campaigns, such as the Atlanta Braves Ford Home Run Alley and Michael Harris Giveaway, which received over 88,000 entries
- Pitched Next-Gen ADT, 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**, Arlington, VA, May 2023 – August 2023

### Communications, Marketing & Government Relations Intern

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

## CLIENT COURSEWORK

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**MEJO 634: Public Relations Campaigns – Lenovo**, Fall 2024

- Served as the communications lead for an eight-person team focused on targeting young digital creatives in Lenovo's ongoing global thought leadership campaign, Work for Humankind
- Conducted comprehensive client and industry research, including surveys and interviews, to develop a detailed research report, spearheading the creation of ArtWork for Humankind
- Selected by Lenovo's global leadership as the winning campaign among three competing pitches

**MEJO 332: Public Relations Writing – Operation Xcel**, Fall 2024

- Diversified funding for nonprofit client Operation Xcel by enhancing brand awareness and developing targeted messaging informed by audience insights
- Developed a detailed portfolio featuring a press release, fact sheet, direct mail, media list updates, and an integrated public relations plan

## INVOLVEMENT & 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)