

# Isabelle Ingle

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## EDUCATION

**UNIVERSITY OF NORTH CAROLINA at Chapel Hill**

May 2025

**Media and Journalism Major: *Advertisement and Public Relations Focus***

**Communications Major: *Interpersonal and Organizational Concentration***

GPA: 3.8; UNC Dean's List: Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023

## EXPERIENCE

**The ANA Educational Foundation 2024 MADE Finalist**

January 2024 – Present

- Selected in the top 4% of applicants across the United States for the MADE Internship Program

**CycleBar**

August 2023 – December 2023

**CBX – CycleBar Experience Sales Associate**

Chapel Hill, NC

- Promoted studio offerings and assist with marketing initiatives and events
- Navigated booking software and other lead management tools to drive sales
- Connected with diverse clientele to form strong relationships and maintain a positive brand image

**FMI – The Food Industry Association**

May 2023 – August 2023

**Intern, Communications, Marketing & Government Relations**

Arlington, VA

- 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
- Assisted in marketing tactics for digital seminar registration and resource guide download
- Updated and organized over 120 media press lists in the software platform Cision

**Caviar and Bananas**

June 2022 – July 2022

**Barista and Café Attendant**

Charleston, SC

- Demonstrated effective communication skills to provide a high standard of customer service
- Remained organized while multi-tasking between preparing menu items and attending to customers

## COURSEWORK

**Case Studies in Public Relations, UNC Hussman School of Journalism and Media**

Fall 2023

- Researched and examined real-world public relations and marketing case studies
- Produced critiques and suggestions for a wide spectrum of case studies

**AD-PR Research, UNC Hussman School of Journalism and Media**

Spring 2023

- Applied various quantitative and qualitative research methods to plan and evaluate advertising and public relations campaigns
- Conducted interviews, focus groups and surveys to collect data for clients and design solutions

**Introduction to Digital Storytelling, UNC Hussman School of Journalism and Media**

Spring 2023

- Utilized Adobe Premiere Pro to transform interviews and B-roll film into stories
- Built a portfolio WordPress site with an introduction to HTML coding and CSS
- Designed numerous infographics using the graphic design tool Canva

## INVOLVEMENT

**UNC Advertising Club, General Member, Chapel Hill, NC**

Spring 2023 – Present

- Academic chapter affiliated with the American Advertising Federation (AAF)
- Participate in regular meetings with national and local advertising professional guest speakers

**Carolina PRSSA, General Member, Chapel Hill, NC**

Fall 2023 – Present

- UNC-CH student chapter of the Public Relations Society of America (PRSA)
- Engage in professional development opportunities including workshops and networking events