

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

EXPERIENCE

VML June 2024 – August 2024
Client Engagement Intern Atlanta, GA

- Worked directly under the WPP agency GTB to serve nearly 150 Southeast Ford Dealers
- Supported clients, internal coworkers, and external partners to communicate account objectives
- Pitched a strategic, creative brief containing a year of deliverables including media, activations, and partnerships alongside my intern project team

CycleBar August 2023 – December 2023
Experience Sales Associate Chapel Hill, NC

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

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 post on second chance hiring extending to 1,300 associate members
- Updated and organized over 120 media press lists in the software platform Cision

COURSEWORK

Principles of Marketing, Istituto Lorenzo de' Medici, Florence, Italy Spring 2024

- Analyzed environments and consumer behaviors impacting a brand's business and strategy
- Implemented various marketing strategies to capture values from customers based on insights

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 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

INVOLVEMENT

The ANA Educational Foundation, 2024 MADE Internship Program January 2024 – Present

- Selected in the top 4% of applicants across the United States for the MADE Internship Program
- Connected with leading professionals and organizations in the marketing and advertising industry

UNC Advertising Club, General Member 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 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