

# ISABEL KUN

## EDUCATION

### THE PENNSYLVANIA STATE UNIVERSITY

#### B.S in Marketing

#### Minors in Spanish and International Business

Expected graduation: December 2020

Cumulative GPA: **3.98**

**Summa Cum Laude**

### SPANISH SCHOOL FOR FOREIGNERS

#### Ronda, Spain

9 credits in Spanish language, Linguistics, and Culture courses

## AWARDS

**Evan Pugh Scholars Award:** Granted to students placed in the top 0.5% of class

**Spanish Basic Language Program Certificate:** Awarded to students who placed in the top 1% of Spanish classes

**Dean's List** 7/7 semesters

## CORE SKILLS

- Strong work ethic
- Analytical thinking and problem solving
- Adaptability and agility
- Creativity and ideation
- Communication and storytelling
- Proficient in Microsoft Excel
- Proficient in Adobe Marketo and Salesforce
- Familiar with multiple SMMs, Project Management, and CRM programs
- Fluent in Spanish

## INTERESTS

- Running: Completed 2 half & 1 full marathon
- Wine: Enjoy tasting, making, and talking about wines
- Traveling: Visited 10 countries and 33 states and hope to visit all 50 states
- Pets: I am a proud dog mom

## CONTACT INFORMATION

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Current Address:

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Philadelphia PA, 19130

## RELEVANT EXPERIENCE

### VERILOGUE, PUBLICIS HEALTH

#### Project Manager | January 2021-Present

- Oversaw 60+ simultaneous projects ensuring on time delivery, workload management, and budget adherence
- Onboarded over 100 new physicians, reflecting a 40% panel growth
- Developed and launched a multi-channel marketing outreach program to engage physicians through optimized branding materials
- Mastered communication styles to build relationships with stakeholders including Fortune 500 pharmaceutical companies, domestic and international vendors, physicians, patients, and academics

### SCOTTS MIRACLE-GRO

#### Brand Management Intern | May-July 2020

- Championed an omni-channel education initiative gleaning insights from consumer feedback and strategized to provide educational information through efficient and digestible methods
- Collaborated cross-functionally to develop an in-store and digital cross-portfolio promotion
- Analyzed consumer trends from Covid-19, crafting them into a long-term brand strategy recommendation

### MAMBO MEDIA

#### Social Media Specialist | July 2018- May 2020

- Curated content and wrote copy for 100+ social posts across 3 industry verticals
- Analyzed changes in engagement across 3 social channels and adjusted strategy accordingly
- Implemented documentation of current agency processes and strategized process improvements

### UMPQUA BANK

#### Social Media Intern | May-July 2019

- Optimized marketing automation tools to streamline lead generation and nurturing processes
- Mastered a new social media management tool and coached associates on the platform

### PENN STATE PRIME

#### President | August 2017 -December 2020

- Led a niche marketing organization of 50 members, focused on developing analytic, strategic, and creative skills
- Organized a branding panel, communicating with executives at Amazon, Google, Slack, and Nike
- Established connections with Fortune 500 companies and award-winning advertising agencies to provide professional development and networking opportunities for members
- Strategized to successfully translate the organization's curriculum, community, and events to a virtual format