

BELLA PAO

DESIGN & STRATEGIC COMMUNICATION

CONTACT

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 www.bellapao.com

EDUCATION

University of Colorado Boulder
2020 - 2024

- B.S in Strategic Communications
 - Minor in Design
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SOFTWARE

- Adobe Illustrator
 - Adobe After Effects
 - Adobe Photoshop
 - Figma
 - Canva
 - Google Suite
 - Microsoft Office
 - Muck Rack
 - Word Press
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SKILLS

- Motion Graphics
- Strategic Writing
- Visual Design
- Typography
- Time Management
- Organization

WORK EXPERIENCE

Verde Brand Communications

PR Intern

Jan 2024 - Aug 2024

- Assisted account managers on projects for outdoor industry clients.
- Produced strategic writing for press releases and pitches, built media lists, fostered relationships with journalists, and managed product seeding.
- Client specific work included Outdoor Research, Goretex, Mammut, Costa, Royal Robbins, and Jogology.
- Gained skills in Muck Rack, Google Sheets, and meeting deadlines in fast paced work environments.

Jewel Music Management

Intern

Sep 2023 - Dec 2023

- Assisted in produced copy and creative content for an artist's social media accounts while performing on The Voice of Germany.
- Engaged in concert photography and video editing on Adobe CC
- Gained familiarity with Shopify for artist merchandising.

Goop

Creative Social Media Intern

May 2023 - Aug 2023

- Worked cross functionally between two teams to design instagram content following Goop brand guidelines.
- Gained familiarity with typography, graphic design, motion graphics, and producing creative assets on a deadline.
- Gained skills in the softwares Figma and After Effects.

Mission Zero

Website Designer

Mar 2022 - May 2023

- Assisted with strategy and design and for a local climate action non-profit.
- Worked in Wordpress and HTML/ CSS to produce an engaging UX/UI for the three different personas who visited the site and regularly produced new landing pages with responsive design.

REFERENCES AVAILABLE UPON REQUEST
