



## Contact

301.904.0996

bellacascio.com

bella.caseio@gmail.com

www.linkedin/in/isabella\_cascio

Aldie, VA

## Education

University of Miami

B.S.C Journalism

Minors: marketing, advertising,  
and political science

GPA: 3.9

### Notable Affiliations

- Communications Honors Program
- Delta Delta Delta
- Dean's List
- Rome Study Abroad Fall 2022

## Skills

- AP Style
- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Canva
- Meta Business Suite

## Awards and Published Work

- Gold Winner | One Club Miami Student Awards 2024
- 1st Place, Travel Writing, Anthology Magazine | 2025
- Upcoming publication, Intrepid Times | 2025

## Profile

I'm a passionate storyteller and creative with a knack for connecting with people through engaging narratives and eye-catching designs. With a background in Journalism, Marketing, and Advertising from the University of Miami, I combine my love for storytelling with a strong foundation in brand strategy and design. I thrive on the puzzles the creative world throws at me. I bring a blend of creativity and strategic thinking to every project, delivering results that truly connect.

## Work Experience

### Brand and Visual Design Lead

LetSwim Inc., Aldie, VA

Mar. 2025, Ongoing

- Lead all branding and design work, including website redesign and creation of marketing materials.

### Barista

Brew Birds, Aldie, VA

Sept. 2024, Ongoing

- Provide high-quality customer service in a fast-paced environment while managing drink preparation, inventory, and daily operations.

### Creative Director

Kids First Swim School, Springfield, Va.

Jan. 2024, Ongoing

- Led a full rebrand overseeing all visual communications, developing a new website, and managing social media strategy, content creation, and ongoing design projects.

### Brand Ambassador

Dentsu/MKTG, Miami, Fl.

Jan. 2024 - Feb. 2024

- Successfully represented Diageo's Ketel One Vodka brand at South Beach Food and Wine Festival.

### Brand Ambassador

Ayatana XP, Miami, Fl.

Dec. 2023

- Successfully represented Poppi, a healthy soda brand, as a Brand Ambassador during a high-profile pop-up event at Art Basel in Miami. Distributed product samples on the streets while educating the public, contributing to increased brand awareness.

### Editorial Intern

Coral Gables Magazine, Coral Gables, Fl.

Jan. 2023 - June 2023

- Conducted interviews, wrote articles, and created visually appealing layouts for the magazine
- Covered community events demonstrating the ability to gather information and produce engaging content for social media.
- Collaborated as part of a team, contributing ideas, managing social media platforms, and meeting deadlines effectively.

### Barista

Brewbike, Coral Gables, Fl.

Jan. 2022 - Sept. 2022

- Collaborated with fellow student leaders to successfully manage an on-campus coffee business, overseeing all aspects from preparation to sales.