

ISABELLE NUNES *Student Journalist*

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PROFESSIONAL SUMMARY

Award-winning student journalist with significant experience leading multiple publications and a team of over 60 staff members. Creative entrepreneur with a drive to develop narratives, market ideas, and amplify stories through various communication platforms.

EDUCATION

UC Berkeley - Media Studies & Political Science

Carlmont High School

GPA: 3.95

W GPA: 4.33, UW: 4.0

2022-present

2018-2022

EXPERIENCE

DEPUTY NEWS EDITOR; SOCIAL MEDIA DESIGNER - THE DAILY CALIFORNIAN
JUNE 2022- PRESENT

- Assign and edit 2-3 news articles daily for UC Berkeley's independent student newspaper
- Co-organize and lead weekly editorial meetings overseeing news staffers
- Supervise a team of more than 50 staff, providing guidance and ensuring timely delivery of news stories
- Attend daily budget and prelim meetings to pitch stories and plan for upcoming workdays
- Designed weekly Instagram posts and stories relating to larger-scale journalism pieces

MARKETING & COMMUNICATIONS INTERN - BERKELEY SCHOOL OF INFORMATION
MARCH 2023 - PRESENT

- Conduct research on social media branding strategies and operations; track weekly advertisement reach
- Launched Facebook ad campaign generating more than 300k total impressions
- Draft daily social media posts on Twitter, Facebook, and LinkedIn to represent the I School brand
- Write and design weekly newsletters sent to more than 7,000 members of the I School community

EDITOR-IN-CHIEF - THE HIGHLANDER
DECEMBER 2019- JUNE 2022

- Approved topic selection and final articles for newsmagazine serving 2,200 students and their families
- Supervised staff of 12 editors and 65 journalism students to produce six issues and optimize quality of work
- Oversaw advertisement sales, fundraising, and \$17k yearly budget
- Directed overall design of each issue using Adobe software

SOCIAL MEDIA & PHOTOGRAPHY INTERN; COLUMNIST - SAN MATEO DAILY JOURNAL
JULY 2020 - JUNE 2022

- Managed the site's Instagram account and produced social media content
- Designed three Instagram posts daily for selected local news stories
- Grew the Instagram's following by 20% over a span of six months
- Wrote monthly columns for the paper serving a county of 765k+ people

SUMMER RECREATIONAL ASSISTANT SITE LEAD - BELMONT PARKS AND RECREATION
JUNE-AUGUST 2021, JUNE-AUGUST 2022, JUNE-AUGUST 2023

- Planned daily activities for children ages 8-12
- Supervised 50-60 campers through games, crafts, and field trips; strategized weekly themes with supervisors
- Provided mid-summer evaluations for ten staff members and more than thirty CITs
- Promoted to assistant site lead after one summer of employment

AWARDS

- First Place Feature - Youth Journalism International
- First Place Feature, Sports - 2020 and 2021 Santa Clara University Journalism
- First Place Sports Feature - California Press Women
- Second Place News - 2021 California Press Women
- Third Place NEWSPUB Profile Feature Story - Journalism Education Association of Northern California
- Honorable Mention - National Student Media Contest