

Isabel Fernald

Communication & Professional Writing Student

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Education

University of California, Santa Barbara (UCSB)
Bachelor of Arts in Communication, Minor in Professional Writing

Santa Barbara, CA
June 2024

Universitat Pompeu Fabra
Summer Abroad - International Marketing & Branding Program

Barcelona, Spain
2023

Experience

Multimedia Website Editor

April 2024- Present

UCSB Professional Writing

- Update and maintain UCSB website for the Multimedia Communication track of the Professional Writing Minor.
- Conduct interviews, create and publish engaging profiles for alumni, highlighting their accomplishments and contributions.
- Collaborate with students to gather and organize multimedia content.
- Develop, draft, and implement HTML and CSS updates to ensure a cohesive website design.

Social Media Marketing Intern

March 2023- Present

UCSB Athletics

- Conceptualize, create, and capture media content for multiple UCSB athletic social media profiles.
- Create, promote, and publish UCSB sports news social media posts.
- Collaborate with athletes and coaches to identify and share social media stories and content.

Research Assistant

April 2024- Present

UCSB Department of Communications

- Collaborate with UCSB researchers to review and translate Spanish language interviews of undocumented immigrants living and working in the United States.

Coral Casino Beach & Cabana Club | Montecito, CA

January 2024-Present

Barista

- Exhibit sincere hospitality to members and guests at the prestigious Coral Casino Club.
- Prepare and serve a variety of specialty beverages and coffee drinks.
- Collaborate with kitchen staff to coordinate food and beverage orders.

Key Skills

- Proficiency in written and spoken Spanish
- Microsoft Office & Google Suite
- Adobe Suite
- HTML and CSS
- Canva