

Isabel Nicole Schlussel

Content Creator & Digital Media Specialist

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Professional Summary

Innovative and organized Digital Media Specialist with expertise in social media strategy, content creation, digital storytelling, and brand engagement. Experienced managing multiple digital platforms, leading as a Social Media Director, as well as contributing as a team player in a Marketing agency setting. Combines creativity and analytics to transform sports moments into engaging digital experiences that drive audience growth and strengthen brand voice.

Professional Experience

Social Media Director | *Hampden-Sydney College Baseball* | *Internship* | *Aug. 2023 to May 2025*

- Managed, directed, and executed social media strategies that leveraged current trends and pop culture.
- Gained 405 followers, increased reach by 567.8%, and increased interactions by 100% (Jan. 2025 - May 2025 compared to Jan. 2024 - May 2024).
- Captured, edited, and produced dynamic photo and video content from team practices, games, and events, while developing and designing branded graphics for lineups, schedules, scores, and promotional campaigns.
- Produced, directed, and edited short-form video content, including the launch of the original Mini-Mic Monday series.

Marketing Intern | *Letterpress Communications* | *Internship* | *May 2024 to Sept. 2024*

- Produced and edited short-form videos for client campaigns across multiple social media platforms.
- Captured event and lifestyle photography to enhance community-focused storytelling and visual branding.
- Collaborated with the Social Media Manager to ensure consistent brand messaging and tone across channels.

Broadcast Crew Member | *ESPN+ at Longwood University* | *Part Time* | *Oct. 2023 to May 2025*

- Partnered with a fast-paced team to deliver high-quality, professional coverage for live events, including basketball, field hockey, soccer, baseball, softball, and lacrosse.
- Operated cameras, audio, and production equipment during live sports broadcasts, ensuring smooth production.

Photographer | *Longwood University Men's Basketball* | *Part Time* | *Feb. 2022 to Oct. 2023*

- Collaborated with the Director of Social Media and Creative Content to develop visual assets for digital platforms.
- Photographed all practices, games, and team events using a Canon DSLR to produce high-quality content.

Education

Bachelor of Arts in Communication Studies | **Concentration in Digital Media**

Longwood University | Farmville, Virginia | May 2025

- 1st Place, Senior Capstone Documentary, Longwood University Media Showcase | May 2025
- Dean's Scholarship | Fall 2021 to Spring 2025

Leadership Activities & Additional Work Experience

Front Desk Associate | *Gold's Gym* | *Richmond, Virginia* | *Part Time* | *Aug. 2025 to Present*

- Provide excellent customer service by greeting and assisting members, guests, and staff.
- Responding to phone inquiries and delivering accurate information on gym policies, services, and membership.
- Conduct facility tours, process membership transactions and retail sales, and manage administrative tasks.

Project Manager - Peer Mentor | *Longwood University* | *Seasonal* | *Jul. 2023 to Dec. 2024*

- Produced digital content, including short-form videos, for social media channels.
- Co-led the planning and promotion of campus-wide events for freshmen.
- Supported incoming students during orientation and transition programs.

Vice President of Marketing | *Alpha Gamma Delta, Gamma Lambda Chapter* | *Term* | *Nov. 2022 to Sept. 2023*

- Managed chapter social media channels and promotional campaigns.
- Designed graphics and coordinated event campaigns for recruitment and philanthropic initiatives.
- Organized and directed chapter photoshoots.

Technical Skills & Expertise

- **Adobe Creative Suite:** Lightroom, Premiere Pro, Audition, Photoshop, InDesign
- **Social Channels:** Instagram, X, TikTok, Facebook, Snapchat, Threads, LinkedIn
- **Photography & Videography:** DSLR & Mirrorless, Canon, Sony, JVC, Rode Mic
- **Certifications:** Hootsuite Social Media Marketing (Sept. 2024)