

# Isabella Derosia

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Jacksonville, FL

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## OBJECTIVE

Dynamic and detail-oriented professional with nearly two years of experience in marketing and digital design. Seeking to leverage my expertise in web development, strong organizational skills, and effective communication abilities to contribute to a forward-thinking organization.

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## KEY COMPETENCIES

Strategic Marketing Planning	Team Leadership	Client Engagement Strategies
Brand Management	Market Research and Analysis	Sales Growth Optimization
Digital Marketing	Data-driven Decision Making	Exceptional organizational skills

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## PROFESSIONAL EXPERIENCE

**Marketing Director** **Oct 2022 - Present**  
**OutsideAgents | Jacksonville, FL**

- Designed and developed over 300 graphics for an online Marketing Center, enhancing the visual appeal and usability of marketing resources for agents.
- Spearheaded initiatives that drove sales growth from \$654 million in 2022 to a projected \$1 billion by 2024, significantly enhancing the company's market position.
- Created an online marketing center, providing resources and tools for agents to enhance their marketing efforts.
- Mentored over 50 travel agents, informing them of industry trends and best practices for their business.
- Self-taught web development and coding to build and maintain the online marketing center, demonstrating strong adaptability and technical skills.
- Conducted in-depth market research to identify trends, customer needs, and competitive landscapes, informing strategic marketing decisions.
- Managed relationships with external vendors and partners to ensure the successful execution of marketing initiatives.
- Utilized data analytics to measure and optimize the performance of marketing campaigns, continuously improving ROI and effectiveness.

**Workplace Planning Consultant** **June 2022 - Oct 2022**  
**Fidelity Investments | Jacksonville, FL**

- Provided comprehensive retirement and financial planning consultations to clients, tailoring strategies to meet individual needs and goals.
- Educated clients on Fidelity's range of products and services, including retirement plans, health savings accounts (HSAs), and investment options, ensuring informed decision-making.
- Collaborated with internal teams to deliver seamless service and support to clients, maintaining high levels of satisfaction and retention.
- Utilized advanced financial planning software and tools to generate accurate and insightful reports and recommendations.
- Monitored industry trends and regulatory changes to provide clients with up-to-date advice and ensure compliance.

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## EDUCATION

**Bachelor of Business Administration | 2019-2021**  
Majors: Marketing, Digital Marketing, and Analytics  
University of North Florida

**Masters in English - Creative Writing | 2026**  
University of North Florida