

ISABELLA DEROSIA

CONTACT

-  (904) 888-3314
-  Jacksonville, FL
-  Derosia.Isabella@gmail.com
-  isabelladerosia.com/portfolio

EDUCATION

UNIVERSITY OF NORTH FLORIDA

Bachelor of Business Administration
in Marketing
2019-2021

UNIVERSITY OF NORTH FLORIDA

Master of Business Administration
in Marketing
2025-Current

SKILLS

- Account management
- Strategic and social selling
- Proficient in using CRM software
- Academic Writing
- Graphic Design
- Critical Thinking
- Project Management
- Content Development

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.

WORK EXPERIENCE

CONTENT EDITOR, AUDITOR

Fanatics (Oct 2024-Current)

As a Content Editor/Auditor at Fanatics, I reviewed and refined product descriptions, ensuring accuracy, consistency, and brand alignment across e-commerce platforms. I audited content for grammar, clarity, and SEO best practices to enhance user engagement and drive sales. Collaborating with cross-functional teams, I maintained high editorial standards while meeting tight deadlines in a fast-paced environment. My role required strong attention to detail, proficiency in content management systems, and the ability to adapt to evolving style guidelines. Through my work, I contributed to a seamless shopping experience by delivering polished, high-quality product content.

MARKETING DIRECTOR

OutsideAgents.com (2022-2024)

As the Marketing Director at OutsideAgents.com, I led the development and execution of innovative marketing strategies that significantly enhanced our brand's visibility and drove substantial revenue growth. I created a comprehensive marketing center equipped with advanced graphics and training resources, providing agents with the tools and knowledge they needed to succeed. Additionally, I mentored travel agents, helping them refine their marketing skills and develop effective strategies tailored to their unique markets. I also established and nurtured strategic partnerships with well-known companies in the travel industry, which expanded our reach and solidified our position as a trusted leader in the field.

WORKPLACE PLANNING CONSULTANT

Fidelity Investments (2022-2022)

As a Workplace Planning Consultant at Fidelity Investments, I provided strategic financial planning and advisory services to clients, helping them achieve their retirement and investment goals. I conducted thorough financial assessments, developed customized plans, and offered tailored investment recommendations. My role involved guiding clients through complex financial decisions, enhancing their financial literacy through educational workshops and training sessions, and building strong, trust-based relationships to ensure long-term client satisfaction and success.