

Isabelle Whiteside

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EDUCATION

UNIVERSITY OF CONNECTICUT | STORRS, CT

May 2024

Bachelor of Arts in Communication

College of Liberal Arts and Sciences Dean's List: Fall 2021, Spring 2023

Relevant Coursework: Marketing Communication, Public Relations, Fundamentals of Digital Production, Media in the Information Age, Interpersonal Communication, Communication Campaigns (Graduate), Introduction to Communications Research (Graduate)

Equine Related Coursework: Equine Sales, Marketing, & Training (x2), Equine Sports Rehabilitation Practicum (x2), Advanced Broodmare & Foal Management, Training I-Foundations (Teaching Assistant x2), Breed Farm Management, Advanced Equine Training, Summer Training Internship (2023), Winter Training Internship (2023-2024)

WORK EXPERIENCE

UCONN DEPARTMENT OF ANIMAL SCIENCE | STORRS, CT

Jan 2024 - Present

Social Media Management & Sales Horse Marketing Lead

- Photographed all sales horses for 2024 UConn Horse Sale. Shots included portrait, black background, conformation, and action shots
- Created videography content for auction site and social media platforms of both weekly updates and sale horse overviews
- Managed and culminated social media platforms & content to increase audience reach by over 80%
- Communicated with preview clients during sales appointments, presenting both the horses and organization in a positive and professional light
- Created graphical visions to aid in marketing of sales horses on Wolf Auction Site & Facebook

UNDERGRADUATE STUDENT GOVERNMENT | STORRS, CT

Aug 2023 - Present

Creative Director/Interim Communications Director (Feb-May)

- Managed a team of multimedia specialists and graphic designers using leadership and teamwork skills
- Analyzed and distributed communications requests from various USG departments
- Created promotional designs and communicated with JMA for merchandise quotes and ordering
- Managed the Undergraduate Student Government social media platforms: Instagram & LinkedIn

UCONN RECREATION CENTER | STORRS, CT

Aug 2022 - Present

Marketing Associate

- Utilized graphic design skills with Adobe platforms and Canva to create assets to aid in the communication of Rec Center policies and events on social media; Facebook, Instagram, Twitter, and TikTok as well as app and website
- Spearheaded pro-staff portrait photography project: utilized extensive photography and lighting knowledge to produce professional, clean, and clear portraits to be displayed on the UConn Recreation website
- Created promotional material and logo designs for DOGA, 2023 Halloweek, & 2024 OOzeball.
- Using digital media marketing skills, created Instagram stories to cover live updates and encourage online involvement of students, alumni, and members. Led to an increase of audience engagement by 275%
- Awarded 'Rookie of the Year' for 2022-2023

ISABELLE WHITESIDE DESIGNS | CT

Oct 2021 - Present

Freelance

- Freelance Photography specializing in sport and portrait photography
- Brand Design & Development including Business Logo creation for clients

UNIVERSITY OF CONNECTICUT | STORRS, CT

May 2023 - Sept 2023; Nov 2023-Jan 2024

Equestrian Training Intern

- Exercised polo horses to maintain fitness levels via ponying at the walk and trot
- Worked with rehabilitation horses; keeping records and awareness of changes in physical and mental conditions. Included riding thoroughbreds, warmbloods, and morgans of varying complexity
- Aided in the process of putting UConn horses up for sale, including photography & videography of horse(s)
- Trained young, green horses in-hand and undersaddle, preparing for their entrance into the lesson program

STANDARD BUILDERS INC | NEWINGTON, CT

May 2023 - Sept 2023

Marketing Intern

- Created 'Client Profiles' for each client within the three markets (Commercial, Healthcare, & Institutional) that summarized the project to better show potential clients past successful projects
- Updated and formatted previous Introduction Booklet for the company, using graphic design and layout skills to make a double-sided, cohesive, and professional booklet to be given to all clients of Standard Builders Inc

THE DAILY CAMPUS | STORRS, CT

May 2022 - Dec 2022

Layout Designer

- Utilized knowledge of layouts to plan and design pages 01-03 and 09-12, creating visually appealing and intriguing layouts using Adobe InDesign & Photoshop
- Creatively stretched each design, while maintaining brand standards
- Met quick deadlines, working extensively to produce a newspaper for the next day

UNIVERSITY OF CONNECTICUT INVOLVEMENT

UConn EQUESTRIAN TEAM | STORRS, CT

Sept 2023 - Present

Team Member

UConn EQUINE CLUB | STORRS, CT

June 2023 - Present

Public Relations Chair

- Managed and created graphics for social media accounts, building the account into a professional and engaging platform
- Aided in coordinating club events such as Equine Affair, 2024 Spring Trip, and the End of Year Banquet.
- Created promotional material and managed a public booth at Equine Affair, representing the club and the University Program to the public.
- Established the Sponsor a UConn Horse program, a program designed to connect alumni and students to the current equine on campus. The program successfully raised over \$800 and reached as far as Texas, USA.

LAMBDA PHI ETA, NATIONAL COMMUNICATION ASSOCIATION | STORRS, CT

Mar 2023 - Present

Member

SKILLS

- *Computer:* Adobe Photoshop, Illustrator, Lightroom, InDesign, Premiere Pro; Microsoft Office; Google Drive; SPSS
- *Communications:* Interpersonal, Professional, Digital, Long form/Short form writing
- *Digital Media Marketing:* Social Media [Facebook, Instagram, Twitter, TikTok]; Graphic Design; Web Design; Videography
- *Language:* Basic spanish [3 years of experience]