

ISABELLA VALENTE

IVALENTE832@GMAIL.COM 714-345-5351

EXPERIENCE

2020-2024: Business Owner - Empath Art

- Developed marketing strategy that included newsletters, promotions, and other digital media
- Built online presence via website and social media
- Managed financial redistribution program with 20% pricing going to groups working for social justice
- Developed working relationships with Denver-based businesses

2023: Screen Printing Apprentice - Ink Lounge Studio

- Learned how advocacy and fundraising could be incorporated into a business model
- Learned about screen printing on fabric and paper as well as graphic design

2020-2022: Manager - Eclectic Co.

- Entrusted with opening a new location
- Managed 60+ local artists and vendors
- Led marketing efforts with social media, promotions, and advertising

2021: Professional Certification in Social Impact Strategies

- Course with the National Institute for Social Impact
- Learned about how to sustainably incorporate social impact practices and values into business models
- Received one-on-one coaching that addressed questions and improved understanding

EDUCATION

Arizona State University

- Courses in Sociology and Business

Colorado College

- Classes in Studio Art, Sociology, Social Justice Strategy

SKILLS

- Social Media Marketing
- Digital Media Marketing
- Financial Management
- Business Development
- Creative Problem-Solver
- Customer and Business Relations
- Detail-focused
- Productivity-minded
- Thoughtful Communication

TOOL EXPERIENCE

- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- Adobe Express
- Canva
- Wix
- Procreate
- Screen Printing
- Oil Painting
- Pencil Drawing
- Ink Pen Illustration
- Colored Pencil
- Woodworking
- Metalworking
- 3D Design
- Plasticine Modeling
- Copic Marker