

ISABELLA D'ONOFRIO

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PROFESSIONAL SUMMARY

Dynamic and results-oriented Social Media Content Creator with a proven track record at Nancy's Tavern, adept at enhancing brand awareness and audience engagement through strategic content creation and analytics tracking. Excelled in multitasking as a Server/Bartender, demonstrating exceptional customer service and teamwork. Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

SKILLS

- Social Media Strategy, Social Media Posting, Content Scheduling, Audience Engagement
- Video Editing, Mobile Editing, Research, Analytics Tracking, Multitasking
- Social Media Platforms and Tools including Instagram, TikTok, YouTube, Facebook, Hootsuite
- Proficient in Adobe Premiere Pro and Photoshop

RELATED EXPERIENCE

Social Media Content Creator, Nancy's Tavern – West Middlesex, PA, 12/2024 to Current

- Enhances brand awareness by creating engaging and shareable social media content.
- Manages content across multiple platforms for widest audience reach.
- Increases audience engagement through the development of tailored content for each platform.
- Schedules regular postings using social media management tools, ensuring a steady stream of fresh content for followers' consumption.

Social Media Practicum, Literature, Culture, and Society Department – Point Park University, 1/2025 to 5/2024

- Developed and executed social media content for department events, announcements, and academic updates on professional Instagram account
- Assisted in creating and curating visual and written content to increase engagement and visibility for department activities.
- Collaborated with faculty and staff to highlight student projects, department news, and upcoming events.
- Analyzed social media performance metrics to assess engagement and inform future content strategies.

Co-Moderator, Literature, Culture, and Society Department Internship and Career Summit Panel – Point Park University, February 2025

- Co-moderated a panel of industry professionals, facilitating discussions on career opportunities, internships, and professional development for students.
- Developed and coordinated panel questions, ensuring relevant topics were addressed to engage both panelists and attendees.
- Coordinated with panelists prior to the event to ensure smooth flow and alignment on discussion points.
- Introduced panelists and outlined the objectives and key takeaways for the audience.
- Promoted the event across social media channels, contributing to increased attendance and awareness of career and internship resources.

ADDITIONAL

Server/Bartender, Nancy's Tavern – West Middlesex, PA, 05/2024 to Current

- Manages multiple tables simultaneously without compromising service quality.
- Serves food and beverages promptly with focused attention to customer needs.

- Works with POS system to place orders, manage bills, and handle complimentary items.
- Provides attentive service during high-volume periods and collaborates with team members during busy shifts for efficient workflow and excellent guest experiences.

Cashier, Gabe's, Gabriel Brothers – Hermitage, PA, 11/2022 to Current

- Greets customers entering store, determines their needs, and responds promptly to assist.
- Works flexible schedule and extra shifts to meet business needs.
- Operates cash register for cash, check, and credit card transactions with accuracy.

EDUCATION

Bachelor of Arts: Public Relations, Advertising, Social Media, Point Park University – Pittsburgh, PA, 2027

- Honor Roll (All Semesters), Dean's List (Freshman Year)
- Extracurricular Activities: Point Park Dance Team, PRSSA Member

High School Diploma, West Middlesex High School – West Middlesex, PA, 2023

- AP courses in Computer Applications, Statistics and Advanced Psychology