Bella Diiorio

Creative Strategist

As a 2025 Ad & Marketing Communications graduate from Johnson & Wales University, I am a passionate marketer who loves to explore brand identity and create compelling campaigns. With hands-on experience in social media strategy and copywriting, I'm eager to bring ideas to life and make an impact in this industry.

Contact

belladiiorio.com

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Education

JOHNSON & WALES UNIVERSITY

BS Advertising & Marketing Communications

summa cum laude

August 2021 - May 2025

Providence, Rhode Island

CRANSTON HIGH SCHOOL WEST

Entrepreneurship Vocational Program, DECA

August 2017 - June 2021

Cranston, Rhode Island

Skills

- Adobe Illustrator, Adobe Photoshop
- CapCut, iMovie, Wix Website Builder
- Microsoft Office, Google Workspace, Canva
- Nielsen, Winmo, COMvergence proficiency
- Media Strategy & Planning
- Social Media Marketing, Marketing Analytics
- Creative Strategy
- Copywriting
- Creative Campaign Development
- Adaptability, Communication, Organization

Achievements

American Advertising Federation NSAC
1st Place District 1, 5th Place Nationally (AT&T, 2025)

AAF Alpha Delta Sigma Advertising Honor Society
April 2025

JWU AAF Ad Team Lead Strategist, Copywriter, Presenter
August 2024 - June 2025

JWU Ad Club President
January 2025 - June 2025

JWU Dean's List- 3.98 cumulative GPA, summa cum laude
August 2021 - May 2025

JWU Presidential Academic Scholarship
August 2021 - May 2025

Relevant Experience

dentsu USA — November 2025 - Present
Growth Coordinator — New York, New York

- **Support** new business initiatives, including pitch operations, RFI/RFP preparation, and client presentations
- **Coordinate** client meetings, both in-person and virtual, ensuring seamless logistics
- **Conduct** research on prospective clients and industry trends to inform strategic growth efforts
- **Assist** fostering external partnerships, thought leadership, and prospecting initiatives
- **Maintain** organized team files and documentation on OneDrive

Nuñez, The People's Agency — June 2025 - August 2025
Social Media Marketing Intern — Providence, Rhode Island

- **Contributed** to content calendar planning for agency social platforms by brainstorming, drafting, and planning content
- **Wrote** and edited copy for social media materials including Instagram in-feed posts, story posts, reels, and LinkedIn posts
- **Assisted** social media strategy for several client projects
- **Conducted** social media audits, competitor audits, and brand positioning analyses for clients
- **Monitored** analytics for agency social media platforms and optimize content
- **Presented** an internal project to the team with my fellow interns

JWU AAF NSAC Project, AT&T — August 2024 - June 2025
Lead Strategist & Editor, Copywriter, Presenter — Providence, Rhode Island

- **Lead** our team in writing and editing copy for our campaign book
- **Collaborated** with my team to develop a comprehensive campaign aligned with client objectives
- **Applied** strategic insights to optimize the effectiveness of our campaign across various platforms
- **Contributed** to the creative process by brainstorming innovative ideas and solutions to meet campaign goals
- **Presented** the campaign at our NSAC competition with three other team members for our District, Semi-Final, and Final rounds, receiving 5th place nationally, and a creative research, Lumie Award