



# Bella Dilorio

## Creative Strategist

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

## Contact

☎ 401-603-8611

💻 [LinkedIn: Bella Dilorio](#)

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## Education

### JOHNSON & WALES UNIVERSITY

BS Advertising & Marketing Communications

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
- Media Strategy & Planning
- Social Media Marketing
- Creative Strategy
- Copywriting
- Creative Campaign Development
- Adaptability, Communication, Organization

## Achievements

**JWU AAF Ad Team Member, Lead Strategist, Presenter**  
August 2024 - May 2025

**JWU Ad Club President**  
January 2025 - May 2025

**American Advertising Federation NSAC**  
1<sup>st</sup> Place- District 1 (AT&T, April 2025)

**JWU Dean's List- 3.98 cumulative GPA**  
August 2021 - May 2025

**JWU Presidential Academic Scholarship**  
August 2021 - May 2025

**JWU DECA Scholarship**  
August 2021 - May 2025

## Relevant Experience

### JWU AAF NSAC Project, AT&T

*Lead Strategist & Editor, Presenter*

August 2024 - May 2025

Providence, Rhode Island

- **Lead** our team in writing and editing copy for our campaign book
- **Collaborate** with my team to develop a comprehensive campaign aligned with client objectives
- **Apply** strategic insights to optimize the effectiveness of our campaign across various platforms
- **Contribute** to the creative process by brainstorming innovative ideas and solutions to meet campaign goals
- **Present** the campaign at our NSAC competition with four other team members

### Peace Dale Ramp Room

*Creative Marketing Intern*

May 2024 - Dec 2024

Wakefield, Rhode Island

- **Designed** and **implemented** marketing campaign ideas for events and promotions, boosting engagement and event registration
- **Created** Instagram and Facebook content showcasing riders at the indoor BMX park and bike shop inventory, increasing profile visits
- **Assisted** in promoting events such as BMX demos and workshops, increasing registration and participant satisfaction
- **Optimized** social media strategies through profile analytics, improving post engagement from followers

## Other Experience

### lululemon

*Part-Time Educator*

April 2022 - Present

Cranston, Rhode Island

- **Support** sales operations by ensuring inventory accuracy, effective stock replenishment, and well-organized displays
- **Deliver** a personalized and customer-focused shopping experience by understanding individual needs with in-depth product knowledge
- **Proficiently operate** our POS system, managing cash transactions with accuracy