





# Bella Diiorio

## Creative Strategist

As a recent 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 creative 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
- Media Strategy & Planning
- Social Media Marketing
- Creative Strategy
- Copywriting
- Creative Campaign Development
- Adaptability, Communication, Organization

## Achievements

### American Advertising Federation NSAC

1<sup>st</sup> Place District 1, 5<sup>th</sup> 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

### 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 5<sup>th</sup> place nationally, and a creative research, Lumie Award

### Peace Dale Ramp Room

May 2024 - Dec 2024

*Creative Marketing Intern*

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