

Isabella Wisinger

(501) 708-9448 · isabella.delaney.w@gmail.com · Little Rock, Arkansas

DIGITAL PORTFOLIO

B.A. Journalism, Advertising & Public Relations – University of Arkansas, 2018-2022

SUMMARY

I am an interdisciplinary media professional with demonstrated success in journalism, publishing, editorial, social media, and community engagement related roles. I have partnered with multiple magazines to raise awareness for medical patients and the disabled community. My goals are to use my professional talents to improve quality of life for people with disabilities, advocate for the preservation of planet Earth, and work toward a world that integrates people of all kinds with care and compassion.

VALUES

JUSTICE · TRUTH AND CLARITY · LOVING KINDNESS · ACCOUNTABILITY · CONNECTION

KEY COMPETENCIES

Conducting Interviews
Public Speaking
AP Style
Resarch

Content Strategy & Planning
Project Management
Fundraising
Editing

Relationship Development
Media Advisories
Press Releases
Writing

SOFTWARE EXPERIENCE

WordPress · BaseCamp · HubSpot · Flywheel · BlueLena · Zoho · Dubsado · Blue · Trello · Google Suite · Microsoft Suite · Adobe Suite · Notion · CapCut

PROFESSIONAL EXPERIENCE

Arkansas Times

Editor, Writer

Aug. 2024 – Present

As an independent contributor, I have led several projects and written content for the *Arkansas Times* and its special publications. I created a custom magazine (*The Suite Life*, Issue #2) for one of their clients in Hot Springs, AR, acting as the editor in chief and overseeing the budget, content, contributors, and deadlines. I managed a team of writers, photographers, and graphic designers who helped me create the final product; and wrote several articles included that focused on amplifying the voice of the disabled community and reporting on relevant legislature in the state of Arkansas.

I also launched the website for the *Arkansas Cannabis Times* and worked as the managing editor for several months to get the publication off the ground. This included writing weekly articles and blogs, managing a content calendar, interviewing local medical marijuana patients, networking with industry stakeholders and developing a contact list,

and working closely with the editorial team to define our messaging strategy. I am now writing for the *Arkansas Times* digital edition, covering newsworthy events related to the political climate. I will also be pitching more stories related to disability policy and advocacy.

The Idle Class

Writer

Feb. 2025 – Present

As an independent contributor, I write stories covering arts and culture in the state of Arkansas. I interview statewide culture makers and creatives about their work, and pitch new article ideas to the publisher. Part of my role is assisting with magazine promotion and fundraising through relationship cultivation, in addition to distributing new printed editions.

Inviting Arkansas

Writer

Feb. 2025 – Present

I contribute quarterly to this central Arkansas philanthropy magazine. I interview local nonprofit leaders to write articles about their work, and promote charity events that raise money for Arkansas medical patients and the disabled community.

ABILITY Magazine

Editor, Writer

Oct. 2023 – Dec. 2024

After joining the editorial staff at *ABILITY*, I started interviewing international nonprofit CEOs, filmmakers, and UNESCO-award winning artists to write articles about their work and its impact on the disabled population. I attended virtual press conferences and events on behalf of the magazine and honed my talent for communicating with people from all over the world, gaining invaluable experience in multiculturalism and leadership. *ABILITY Magazine* helped shape me as a journalist and taught me lessons about accessibility and inclusion that I still use in my work today.

Human Garage

Copywriter

Sept. 2022 – July 2023

I was recruited by Human Garage initially as a copywriter for their external media communications, social media, website, and app. I assisted the Chief Marketing Officer in creating content for a social media audience that started at around 650K when I first joined the staff and grew to around 800K by the time I left the position. I ended up launching the organization's blog and overseeing a small group of contributing writers. I also assisted the CEO in leading international wellness retreats and networked with financial donors. In this role, I collaborated with people across four continents and developed my skills communicating with an international audience. I ended up leaving this position when it no longer aligned with my values but am grateful for the ways it shaped me as a communicator.

INTERFORM

Marketing Coordinator

June 2022 – Sept. 2022

As the Marketing Coordinator, I managed all social media platforms for the nonprofit, including Instagram, LinkedIn, and Tiktok. This included content strategy and planning, photography and video editing, and lots of copywriting. I also developed marketing materials for financial donors. While on staff, I went through philanthropic fundraising training and learned a lot about how to effectively communicate with sponsors.