

# Isabella Wisinger

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

## DIGITAL PORTFOLIO

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

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## 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 advocate for medical patients and the disabled community. The arts are also a large part of my writing portfolio, and I am dedicated to uplifting artists and culture creators in my local community.

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## VALUES

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

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## KEY COMPETENCIES

Conducting Interviews  
Public Speaking  
AP Style  
Resarch

Content Strategy & Planning  
Project Management  
Fundraising  
Editing

Relationship Development  
Photoshoot Coordination  
Press Releases  
Writing

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## SOFTWARE EXPERIENCE

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

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## 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, creating and sending out a weekly newsletter, 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.

**Jason Masters Photography**

July 2025 – Present

Assistant

I have had the opportunity to broaden my editorial repertoire by working for Little Rock photographer Jason Masters! As his photoshoot assistant, I attend shoots for magazines like *Little Rock Soirée* and for clients such as the Arkansas Museum of Fine Arts. My primary duties while on shoot are to assemble and then take down camera equipment, adjust lighting, adjust cosmetics like hair and clothing, and generally attend to whatever needs arise. I've learned a lot about how editorial and art photography works, and I look forward to applying these new skills to my publishing endeavors.

***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.