

ISABELLA TOYE

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EDUCATION

UNIVERSITY OF OKLAHOMA

Bachelor of Journalism in Advertising
Minor in Political Science

SKILLS

- Client Relationship Management
- Interpersonal Skills + Soft Skills
- Pitching/New Business Development
- Research Experience
- Conflict Resolution
- Training and Onboarding
- Leadership Experience

COURSEWORK

- Advertising Account Planning
- Advertising Research
- Advertising Media Plan + Buying
- Entrepreneurship
- Management
- Political Violence
- International Peacebuilding

AWARDS

OUTSTANDING ADVERTISING SENIOR

April 2024 | University of Oklahoma

This award is reserved for one graduating advertising student and is voted on by faculty and staff nominations.

OU HONOR ROLL

President's List: Fall 2020, Spring 2021,
Fall 2021, Fall 2023
Dean's List: Fall 2022, Spring 2023

WORK EXPERIENCE

ASSOCIATE CAMPAIGN MANAGER

Simpli.fi | December 2025 – Present

- Own brand relationships, serving as the primary point of contact for day-to-day client communication.
- Drive the end-to-end execution of new product launches and manage cross-platform campaigns to ensure consistent, high-impact results.
- Manage peer accounts and fostering a collaborative work environment.
- Trained new hires and colleagues on platform capabilities, tools, and technical proficiencies.
- Proactively self-teach and master new industry products, features, and technical advancements to maintain a competitive edge.

ACCOUNT COORDINATOR + JR. CAMPAIGN BUILD SPECIALIST

Simpli.fi | July 2024 – December 2025

- Served as the subject matter expert for team, managing high-volume accounts.
- Managed a personal portfolio of 15 accounts and handled client calls early on.
- Built and launched complex campaigns across advanced tactics and product offerings.
- Designed and ran the training program, successfully bringing two new hires to full independence within three months.
- Proactively solved complex operational issues and vetted white-glove campaign set-ups.

PROJECT MANAGEMENT ASSOCIATE

Lindsey + Asp Advertising and PR Agency | Jun 2023 – Aug 2023

- Pitched potential new business opportunities, and succeeded in securing future partnerships for student agency teams.
- Lead one-on-one client meetings.
- Designed client websites.
- Led media consultations and contributed to overall strategic decisions.
- Created and executed client's content calendar, posts, and formulation.
- Utilized graphic design and creative direction skills.

INVOLVEMENT + ROLES

PRESIDENT OF SIGMA PHILAMBDA SORORITY

Mar 2024 – May 2025

VICE PRESIDENT OF CRIMSON SWEETHEARTS

Jan 2024 – Dec 2024

UNIVERSITY OF OKLAHOMA: TEACHING ASSISTANT

Aug 2021 – Dec 2021