

ISABELLA TOYE

CONTACT

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EDUCATION

UNIVERSITY OF OKLAHOMA

Bachelor of Journalism in Advertising

Minor in Political Science

SKILLS

- Project Management
- Interpersonal Skills + Soft Skills
- Pitching/New Business Development
- Research Experience
- Adobe Suite Proficiency
- Conflict Resolution
- 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

Note: Award is reserved for only one graduating advertising student + 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

ACCOUNT COORDINATOR + JR. CAMPAIGN BUILD SPECIALIST

Simpli.fi (July 2024 - Now)

- Served as subject matter expert for team, managing high-volume account.
- 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 bringing two new hires to full independence within three months.
- Proactively solved complex operational issues and vetted high-volume build and change requests.

ADVERTISING DIRECTOR

Lindsey + Asp Advertising and PR Agency (Aug 2023 - May 2024)

- Overseeing 12 client accounts and teams
- Serving as the co-lead supervisor in the accounts department.
- Strategically placing team members across various teams and departments
- Graphic design, art direction, and presentation design
- Collaborating closely with the Faculty Advisor, providing valuable assistance in weekly tasks and objectives
- Leading team meetings and providing guidance to leadership
- Engaging in weekly consultations with teams to address key objectives and resolve issues

PROJECT MANAGEMENT ASSOCIATE

Lindsey + Asp Advertising and PR Agency (Jun 2023 - Aug 2023)

- Pitching potential new business opportunities
- One-on-One client meetings
- Social media management
- Website design and creation
- Business and media consultations
- Content calendar management, posting, and formulation
- Graphic design and art direction

INVOLVEMENT + ROLES

PRESIDENT OF SIGMA PHI LAMBDA SORORITY

May 2023-Present

VICE PRESIDENT OF CRIMSON SWEETHEARTS

Nov 2022-Jan 2023

UNIVERSITY OF OKLAHOMA: TEACHING ASSISTANT

Aug 2021-Dec 2021