

Isabella Hoisington

MARKETING & DIGITAL STRATEGIST

Marketing manager with six years of experience in marketing and digital strategy for a German public media company.

CONTACT



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3411 Oberlin Lane #203
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SKILLS

Adobe Creative Suite

Meta Business Manager

Piano Analytics

Quintly Analytics

Miro and Trello

Swat.io

SAP (CRM)

Video Production / Editing

LANGUAGES

German
Fluent

English
Fluent

EDUCATION

**BACHELOR OF ARTS (B.A.)
MULTIMEDIA & COMMUNICATION**

University of Applied Sciences
Ansbach (Germany)

WORKING EXPERIENCE

BAVARIAN PUBLIC BROADCASTING (BAYERISCHER RUNDFUNK), MUNICH

DIGITAL MARKETING MANAGER / since August 2021
BAYERN 3 (Radio)

- Oversaw user-targeted content across digital channels including Instagram, Facebook, and the company's website and app
- Developed organic and paid content strategies according to our target audience
- Practiced strong project management and mediation skills
- Worked closely and collaborated with the marketing and PR departments, particularly for events and campaigns
- Managed the digital team in the Editorial Department in digital efforts and performance

DIGITAL STRATEGIST / May 2019 – August 2021

Editorial Department of Entertainment and Heimat/ BR Fernsehen (Television)

- Developed multimedia strategies for individual branded content
- Raised awareness and tracked online trends for competitive analysis
- Planned, executed, and analyzed social media campaigns for consistent improvement
- Communicated and collaborated with internal and external teams, including agencies and production companies
- Gathered and documented the current digital efforts of all employees inside my department

MARKETING & EVENT MANAGER / 2017 – May 2019

Bavaria, Heimat, Entertainment & Sports Editorial Departments

- Developed, planned and realized advertising for the larger BR brands
- Worked together with company stakeholders and external agencies on branding and advertisement
- Identified and edited key sequences from content for digital advertising
- Researched and consulted social seeding campaigns
- Planned, organized, and personally oversaw live program promotions and events

LUNCH+RECESS, CHARLESTON SC

PRODUCTION INTERN / 2016 – 2017

- Created short video and social media edits for promotional content, both commercial and documentary
- Supported client and production team on location commercial shoots
- Translated and transcribed German dialogue into English for documentary subtitles