



Isabella Campolattaro | Writer & Communications Pro

Safety Harbor, FL 34695 | 727.337.6100 | isbellacampolattaro@gmail.com

www.isbellacampolattaro.com



Summary of Qualifications

Experienced and dynamic **Writer/Speaker** and **Communications Pro** who is versatile, strategic and mission focused. Unique balance of creative and organizational abilities honed in a wide range of settings including health & wellness, faith-based, and non-profit settings. Experience includes:

- Professional Writing/Editing/Proofreading
- Strategic Planning/Project Management
- Public/Media Relations; Spokesperson
- Creative Direction/Graphic Design
- SMM/Web/Intranet Development

M.S., Management, Public Relations, **B.A.**, Communications Studies

Tech: MS Office Suite, Adobe Creative, Sprout/SMM, WordPress, Mac/Apple products

Languages: Fluent in Italian; limited conversational French & Spanish.

Professional Experience

Development Writer, Christian Union

3/2022 to present

Develop and edit assorted communication of influential faith-based leadership development organization operating exclusively on Ivy League Campuses.

Inspirational Writer/Speaker

2015 to present

- **Guideposts Books (2018-present)** - Contributing author and ghostwriter several *Guideposts* books and magazines:
 - *Mornings with Jesus* (2018 to 2024)
 - *Whispers from Heaven* (2022) – Ghost-writer for three personal testimonies
 - *One Minute Daily Devotions* (2021)
 - *God’s Comforting Ways* (2021) – Wrote introduction to book on grief; second chapter by Don Piper
 - *Mysterious Ways* (February 2019)
 - *Guideposts Magazine* (July 2015)
- **Blog** – Weekly inspirational blog posts on arts, culture and daily life from a faith-based perspective.
- **Unfiltered** – Weekly pre-recorded Bible-based inspirational message on timely topics.
- **4 O’Clock Faith** – Facebook live broadcast of 34 daily live broadcasts of Bible-based inspirational messages intended to comfort and encourage viewers during the early weeks of the 2020 Pandemic quarantine.
- **First United Methodist Church, Berkeley Springs** (2008-2016)
 - Editor & Devotional Writer, Women’s Ministry *The Spice* newsletter
 - Women’s Ministry Committee
 - Communications Chair
- **Literary Anthology *Tales Too*** - Author, *It’s in the Water* (2007), inspirational fiction featured in a regional anthology of short stories entitled *Tales Too*. Co-editor Professor Robert Walker, Director of the Central Massachusetts Writing Project, singled out Isabella’s story for praise in the preface and placed it first in the collection.

Communications Consultant

2001-2018

Selected projects and clients include:

- **Bon Secours Health Systems, Inc. (2011 to 2018)** - Initially hired on long-term retainer to provide diverse communications support for roll-out of new health and wellness initiative and benefits offerings. Projects included benefits guides and support materials, leader communications, quarterly newsletter, annual reports, feature articles, marketing support, and industry award submissions.
- **5-Star Medical Health Revenue (2018)** - Developed marketing brochure and website for new start-up.
- **The Seely Foundation (2017)** - Wrote development brochure for community-based foundation.

Selected projects and clients {continued):

- **MedImmune, Inc./AstraZeneca (2011-2014)**- Long-term engagement to support communications with employee engagement intranet articles on R&D, health & wellness initiatives, and leadership content.
- **Independent Bible Church** - Developed and implemented comprehensive communications plan.
- **Health Analytics** - Updated image and developed new collateral for health care research company.
- **Norwalk (Ohio) Economic Development Corporation** - Developed new image and core marketing brochure.
- **The Prio Group** - Writer for specialized Medicare supplemental insurance coverage new product launch.

Founding President

2014-2019

MightyTykes.com

- Developed business plan, secured economic development financing and manage small side business to manufacture and market pediatric therapy wrist & ankle weights, and advocate for special needs kids.
- More than tripled sales in less than 18 months, increasing 179% from 2014 to 2015.
- Story featured in *Guideposts* magazine, with >5 million worldwide readers.
- Highlighted by Governor Earl Tomblin in 2015 *State of the State* Address.
- Extensive social media visibility including >5K Facebook likes.
- Extensive media coverage including *Washington Times*, *WV Executive* and various specialty publications.
- Secured six national resellers, one international reseller and wal-mart.com in less than 18 months.
- Clients include parents/caregivers, therapists and some of the nation's leading hospitals such as The Johns Hopkins University Kennedy Krieger Institute and Ann & Robert H. Lurie Children's Hospital of Chicago.

Previously Director of Marketing & Donor Relations for The Columbia Foundation (2001-2002) and **Director of Marketing Communications** for Magellan Health Services (1998-2000). Early career experience as staff consultant for Birch & Davis, a government management consulting firm.

Volunteer

PINELLAS COUNTY, FLORIDA SCHOOLS VOLUNTEER Secretary, School Advisory Council (2017-2018), LunchPals Mentor, Volunteer	2016-present
HARBORSIDE CHURCH, Clearwater, FL Ad-hoc volunteer	2017-present
CALVARY CHURCH, Clearwater, FL <i>Night to Shine</i> special needs social event, Vacation Bible School	2016-2017
FUMC, Berkeley Springs, WV Communications Chair, Editor <i>Spice</i> Newsletter Women's Ministry Committee <i>GoFriends</i> Afterschool Program	2009-2016
WIDMYER ELEMENTARY, Berkeley Springs, WV - Student Tutor	2012-2016
BERKMORE PLACE ARTSPACE - Consulting Curator	2007-2009
MORGAN COUNTY INTERFAITH EMERGENCY CARE CENTER - Volunteer	2005-2008
LITERACY VOLUNTEERS OF AMERICA - Basic Literacy & ESL Tutor	2005-2007

Education & Training

MS, Management, Public Relations University of Maryland University College	2016
BA, Communications Studies University of Maryland University College	2009