

Isabella Sophia Castro

Phone: 305-307-9549

Email: Sophie.is45@gmail.com

Instagram: [@Bella.Sophiaa](#) & [@BellaSoulVision](#)

Eager to be part of a strong team to boost brand awareness, expand the company's customer base, and engage with people in different settings. Enthusiastic brand ambassador with experience in brand promotion and superior customer service. A strong passion for photography, fashion, art, & world peace.

Professional Experience

Freelance Photographer | BellaSoulVision | January 2021- Currently

Content Creator, Photoshoots, & Social Media Recordings. Portrait photography, Fashion Photography, event photography, Headshots, Digitals, Business/Branding, Creative Directory, Styling, Website Builder, Marketing.

Virtual Assistant + Content Creator | HelloBetsyAnn, Inc | December 2020 - Current

Admin, Project Management, & Social Media Management & Marketing, Weekly KPI & Measure of Performance & Engagement. Graphic Designing. Accepting New Facebook Group Members. Proofread & Upload Blogs. Deliver Mail Packages, Photoshoots & Social Media Recordings for Tiktok & Instagram Reels, Content writing, *Platforms such as Facebook, Twitter, Instagram, & TikTok* Attend Bi-weekly Virtual Meetings and Conferences.

Box Office / Concession Stand | Miami-Dade County Auditorium | July 2019- April 2020

5 Star Customer Service, Ticket Sales, Reclassify Ticket Status, Organize Ticketmaster and Promoter Will Call, Document Daily Sales on ROC (Return on Capital), Build Events on EMT, Build and Organize Maps, Perform Opening & Closing Responsibilities. Monitor inventory, Restock inventory, serve Alcoholic Beverages, Prepare & serve Colombian coffee, and operate cash registers.

Server | Jeremiah's Italian Ice | February 2018- July 2019

Provide 5 Star Customer Service, Product Inventory, Operate Cash Register, Open & Lock Up Stores, Participate in Promotional Events, Sales, keep workstations organized & sanitized, and prepare Italian ice & ice cream.

Hostess | MAG Fashion Lounge | August 2018 – December 2018

Provide a welcoming environment, Assist/Style Customers in their shopping experience, Social Media Management & Marketing, Fashion Show Promotion, and Create Event Awareness. Retail commission.

Brand Ambassador| Wynwood Fear Factory | August 2018- October 2018

Social Media Marketing, Create Event Awareness through social media and word of mouth, Sales of Tickets, Promote Event Awareness at Various Locations through flyers, branded merchandise, & interacting with crowds.

Brand Ambassador| AT&T Super Saturday Night Lady Gaga Concert |December 2019

Greet & photograph fans with AT&T 5G creative & interactive advertisements. Create Event Awareness through social media & word of mouth.

Brand Ambassador | Miami Book Fair| TooFarMedia by Rich Shapero | November 18-20 2022

Support brand awareness, education & engagement/sampling program for TooFarMedia. Distribute free fiction books & encourage app download at events. Troubleshoot technical issues on I pads.

Brand Ambassador/Event Representative| |Peace Corps| September 21 - 22 2023

Represent The Peace Corps brand, Greet students & introduce the purpose of the event, Create a fun and inviting atmosphere at the event on-campus by interacting with attendees and encouraging them to engage with the brand and activities, Work with fellow event staff to keep the event running smoothly, Participate in virtual training prior to the event.

Education

High School Diploma | 2019 | South Miami Sr High
Associate Degree in Psychology | 2021| Miami Dade College

Additional Skills

- Bilingual: English & Spanish
- Photographer/ Creative Director / Model
- Video & Photo Editing
- Fashion Stylist/Designer
- Project Management Support
- Social Media Management & Marketing
- Proficient in Microsoft Word, Excel, PowerPoint

- Skilled in Canva, Photoshop, Lightroom
- Outgoing Personality
- Adaptability & Flexibility
- Time-Management
- Spreading Awareness/Promotion