

# Isabella Szklany

[isabellaszklany@gmail.com](mailto:isabellaszklany@gmail.com) | [www.linkedin.com/in/isabellaszklany/](http://www.linkedin.com/in/isabellaszklany/)

Communications professional with experience crafting engaging content and nurturing relationships with external and internal stakeholders, including executive leadership.

## **Professional Experience**

**Persistent Systems, LLC, New York, NY**

***Strategic Communications Analyst***

2/25 - Present

- Overseeing the organization's public relations, collaborating daily with executive leadership, external consultants, and military public affairs officers to increase company news output by 40%.
- Collaborating with external policy advisors and the Executive Vice President of Strategy to develop relevant, engaging messages for sponsored content with trade publications.
- Implementing a system to manage the company's social media and website analytics, outputting monthly reports with recommendations for driving increased brand recognition.

***Copywriter***

2/24- 2/25

- Developed written content - both blogs and press releases - based on company messaging and industry to communicate highly technical topics to a variety of audiences.
- Gained in-depth technical knowledge of the company's software and hardware products, including defense policy considerations, within 4 months by working with technical and strategy teams.
- Trained multiple senior and executive leaders for media interviews across print, audio, and video formats.

**Wonder Girls USA, Rockland County, NY**

***Research & Development Analyst***

1/24- 1/25

- Analyzed end-of-the-year survey data from over 70 respondents to inform sponsors and donors about the nonprofit's success and provide program recommendations to founders.
- Wrote, edited, and designed the non-profit's first book, *The Wonder Girls Guidebook to College*, informed by focus groups and survey research with 30 participants.

**HEPCO Inc., Saddle Brook, NJ**

***Public Relations Specialist***

9/20-8/22

- Managed company's content marketing efforts, including growing LinkedIn following by 1700% and writing 30+ SEO-optimized blog posts and monthly newsletters.
- Monitored LinkedIn and website traffic through Google Analytics and Buffer, offering recommendations and delivering regular readouts to senior leadership.
- Collaborated with COO to enhance cross-channel communication strategies across web, social, and email, leading to substantial growth in the company's brand reputation.

**TurtleBay Advisory Services, Valley Cottage, NY**

***Digital Marketing/Communications Specialist***

1/22- 7/22

- Deciphered key messaging points into infographics, social media posts, press releases, and marketing materials disseminated across multiple channels and provided graphics.

## **Education**

**London School of Economics and Political Science, London, UK**

2022-2023

**Master of Science in Media and Communications (Research), Distinction**

***Dissertation Title:*** "A Social Media Tug-of-war: A Dual-systems Approach for Understanding the Re-Domestication of Social Media"

**St. Thomas Aquinas College, Sparkill, NY**

2018-2022

**Bachelor of Arts in Communication Arts, Summa Cum Laude**

## **Skills**

**Research:** Quantitative Methodologies, Qualitative Methodologies, Research Proposals.

**Software:** Google Suite, Microsoft Office Suite, SPSS Statistics, WordPress Website Hosting, Google Analytics, Canva, MuckRack, CisionOne, Qualtrics, NVivo.