

# Isabelle Galus

Copywriter and Social Media Strategist

Demonstrated ability to craft compelling social media scripts and copy that drive brand awareness and generate substantial revenue. I thrive on the thrill of the challenge.

## EXPERIENCE

### **grouphugs.co — Script Writer and Social Strategist**

JULY 2021 - APRIL 2024

As the sole script writer, I quickly mastered various market segments, partnering with clients to create compelling brand strategies, write video ad scripts, and copy. **Key achievements:**

Increased brand visibility and audience engagement by 840% for Tushy, resulting in over \$50,000 in sales.

Increased brand awareness and audience engagement for Pivot Energy, resulting in high-profile client acquisitions such as Walmart, Tapestry, Mastercard, and Life Storage.

Gained thousands of new sign-ups for Upside within a year through targeted social media strategies.

Managed high-profile accounts like Dennis Lu (VirtualBacon), achieving 300,000 subscribers and over \$1 million in revenue.

Attracted and secured a high-profile client, Steve Aoki, for social media management.

### **TikTok, YouTube — Self-Employed Video Creator**

DECEMBER 2019 - PRESENT

Successfully leveraged social media platforms, SEO, and organic marketing to grow and engage a dedicated audience of over 100,000 through original comedy content.

### **USFtv — Director and Writer**

JANUARY 2018 - FEBRUARY 2019

Played a key role in the production of scripted TV programs at USFtv, a student-run television station. Contributed to the development, writing, and editing of content.

Los Angeles, CA  
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## EDUCATION

University of San Francisco  
B.A. Media Studies/Film Studies, 2019. Cum Laude.

## SKILLS

Script Writing  
Copywriting  
Ad Writing  
Brand Strategy  
Social Media Strategy  
Video Marketing  
Social Media Marketing

## AWARDS

**Semi-Finalist, Bay Area Short Film Festival** - June 2018  
Narrative Film, "Borderline".

**Finalist, North Hollywood Cinefest** - March 2019  
"Borderline".

**Winner, Campus Movie Festival Jury Award** - September 2018  
Producer and Actor, "Touch".  
Aired at Cannes International Film Festival, 2019.

**2nd Place, Edward R. Murrow Journalism Competition** - May 2015  
Best Feature Article -  
"Masking a painful reality:  
Students struggling with illness"