

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
isabellegalus@gmail.com

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"