

Isabela Rubi Velez

MA in Public Relations

Personal Brand Identity



Monogram

I R



Color Palette



C=62, M=47, Y=98, K=39
R=79, G=85, B=38
#4F5526



C=2, M=44, Y=25, K=0
R=242, G=162, B=163
#F2A2A3



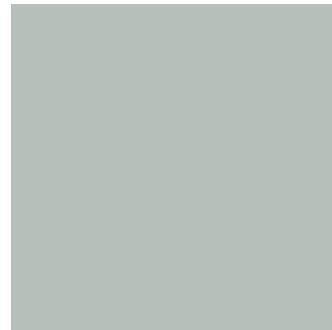
C=38, M=26, Y=65, K=2
R=164, G=166, B=114
#A4A672



C=3, M=26, Y=14, K=0
R=242, G=196, B=196
#F2C4C4

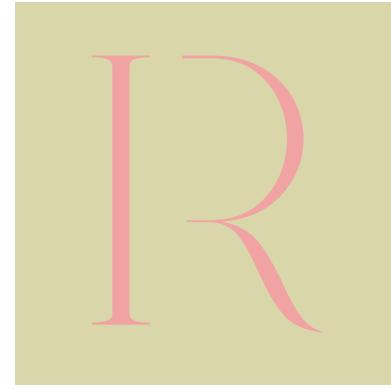


C=16, M=9, Y=38, K=0
R=217, G=214, B=169
#D9D6A9



C=29, M=18, Y=25, K=0
R= 182, G=191, B=185
#B6BFB9

Monogram with color



R R R R R R R

Typography

Bodoni PT VF Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()=-+?/[]\{};:'`~|

Bodoni PT VF Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()=-+?/[]\{};:'`~|

Urbanist Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()=-+?/[]\{};:'`~|

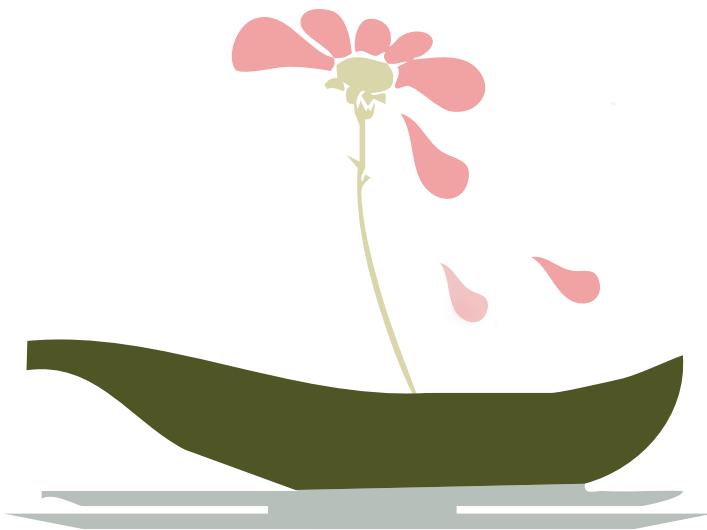
Bodoni PT VF Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()=-+?/[]\{};:'`~|

Amadine Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()=-+?/[]\{};:'`~|

Business Cards



Symbol



My personal symbol connects who I am to where I come from. The boat-shaped base represents Puerto Rico, the ocean, and my childhood spent boating, surfing, and living by the water. It is my foundation, reminding me of balance and direction. Growing from it is a flower, which represents me as I move through life. Like a flower, I continue to grow, face change, and bloom into new stages while staying tied to my roots. The petals show resilience and the beauty of evolving, even when challenges come. Together, the boat and flower reflect both my heritage and my personal journey. They remind me that I am always carried by the sea that raised me, while also reaching forward toward new experiences and chapters of life.

Resume

IR

About Me

I am a motivated communicator with a passion for creating messages that connect people and ideas. Bilingual in English and Spanish, I bring both creativity and organization to every project I take on. As a graduate student and assistant at the University of Miami, I combine academic knowledge with practical skills, showing adaptability and focus in fast-paced environments. I am eager to contribute my energy, fresh perspective, and commitment to excellence to any team I join.

Education & Masters

Tulane University

School of Science & Engineering 2021-2025
B.S. in Psychology GPA 3.39
Minor: Public Health and Strategies, Leadership, and Analytics Minor (SLAM)

University of Miami

School of Communication 2025-2027
M.A. In Public Relations

Skills



- Internal and External Communication
- Written Communication
- Digital Marketing
- Event Planning
- Fundraising
- Press Release



- Time Management
- Social Media Marketing
- Strategic Thinking



- Strategic Communication
- PR Campaign Planning and Execution
- Influencer Management



- Market Research
- Creative

Contact

Isabela Rubi Velez

Public Relations

Work Experience

Graduate Assistantship

University of Miami Present

- Provide academic and administrative support to faculty, including managing class rosters, grading assignments, and preparing course materials.
- Demonstrate strong organizational, multitasking, and communication skills, while balancing academic, professional, and assistantship responsibilities.

Senior Talent Manager

Wolf Management Inc. 2025-Present

- Managed and nurtured relationships with influencers, overseeing contract negotiations, brand collaborations, and content strategies to maximize engagement and audience growth.
- Developed and executed influencer marketing campaigns, coordinating with brands to align partnerships, track performance metrics, and ensure successful campaign execution. Assistantship responsibilities.

Account Executive Internship

Arco Publicidad 2024

- Acquired substantial knowledge in the department of accounts by handling customer accounts, attending to customer inquiries, and integrating suggestions to improve marketing tactics.
- Supported media tracking, developed client campaigns, and contributed to strategic PR decisions, including writing pitches and creating media lists.
- Carried out competitive and industry research to help with strategic decision-making.

Languages

Spanish - Native English - Native

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Website: isabelarubi.com

Thank You!

