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About Me

I am a driven communications professional passionate about crafting messages that meaningfully connect people, brands, and ideas. Fully bilingual in English and Spanish, I bring a balance of creativity and strategic organization to every project. I continuously push my knowledge and experience forward, always seeking opportunities to grow professionally with dedication and purpose. I thrive in fast-paced environments where adaptability, focus, and initiative are essential. 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 GPA 4.00

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

Isabela Rubi Velez

Public Relations

Work Experience

Growth Marketing & Communications Lead

Manabase Jan 2026 - Present

- Leading integrated communications strategy for SaaS platform launch, overseeing PR, social media, and paid digital campaigns.
- Planned and executing a 6-week pre-launch waitlist campaign to drive early awareness and qualified sign-ups. Developed brand positioning, key messaging, and audience targeting frameworks to support market entry.
- Built multi-channel content and advertising strategies aligned with conversion and growth goals.

Freelance Digital Branding/Media

Aplo Systems LLC Oct 2025 - Jan 2026

- Developed Aplo Systems' branding and social media strategy by designing a cohesive visual identity and creating engaging, data-driven content that strengthened the company's digital presence. Managed content production, copywriting, and campaign execution to increase visibility, engagement, and brand consistency across platforms.

Graduate Assistantship

University of Miami Aug 2025 - 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. Jan 2025 - Nov 2025

- 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.

Account Executive Internship

Arco Publicidad June 2024 - July 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

Contact

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