



MARIA ISABELLA TOVAR DIAS

1st year Student at the University of Leeds

Experiences

Fashion Writer for 'The Gryphon' (October 2023 - present)

- Responsible for writing and authoring articles centred around fashion news and culture for the University Newspaper
- Effectively collaborating with a team to brainstorm and curate ideas for the online and print copies of the publication.
- Refining my writing, publishing and editing skills while also developing my attention to detail and precision skills

Social Media Manager for Jules Jewellery (October 2023 - present)

- In charge of planning, curating and posting content on the social media platforms for Jules Jewellery
- In charge of managing content strategies and brand representation
- Growing my time management, creative thinking and teamwork skills

Intern at BBDO (April 2024)

- Collaborated closely with Social Media Managers within the 'One and Only' Resorts team to curate media feeds, ensuring brand coherence and cohesivity.
- Sourced photo assets tailored for the Dubai Food Festival and the respective clients, aligning them with campaign objectives and brand aesthetics.
- Utilised Microsoft Excel to organize the master plan, optimizing workflow efficiency and data management practices.
- Collaborated closely with the copywriter to refine advertising copy, resulting in compelling and cohesive advertising campaigns
- Enhanced my understanding of advertising strategies and techniques through hands-on experience and mentorship from industry professionals at Impact BBDO.

Internship at Huda Beauty (Summer 2023)

- Shadowed the product design, social media, marketing, trend forecasting, and digital analytics teams
- Worked on stock and inventory management across multiple branches
- Worked on curating the monthly trend-forecasting report for the production and design team
- I gained insight into what working in the beauty and fashion industry would look like, solidifying my interest in this industry.
- I went through an interview process and was selected out of multiple candidates
- Understanding the competitive nature of the design and media industry

Head of Media and Communications - Model United Nations team (2021 - 2022)

- Responsible for leading the media and communications team, producing media content for the event
- Edited and reviewed any content that was created by the team before it was sent out/published on social media platforms.

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Based in: Dubai, United Arab Emirates
Leeds, United Kingdom

Education

Bachelors Degree

Working towards achieving a
BA in Digital Media
2023 - 2026

International Baccalaureate IB DP

Uptown International School
Dubai, UAE
2009 - 2023

Skills

- Academic Writing
- Leadership
- Research skills
- Adobe Suite
- Microsoft Suite
- Communication Skills

Certifications

- Design Thinking course - University of Virginia
- Outstanding Achievement in DP Visual Arts
- Outstanding Achievement in DP English: Language and Literature
- Principal Award
- Silver and Bronze Duke of Edinburgh Award
- Level 7 ABRSM in classical Piano