

ISABELLA DIVILOVA

PUBLIC HEALTH | PROGRAM & PROJECT MANAGEMENT | CONTENT MARKETING | COMMUNICATIONS

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Accomplished public health professional with a nine-year achievement record combining project/program management, communications, marketing, and education. Verifiable record of orchestrating inventive data-driven digital marketing campaigns while leveraging compelling messaging and effective storytelling to engage audiences and maximize awareness. Proficient at directing high-impact projects and initiatives from inception to completion, delivering within timescale, budget, and scope without exception. Highly organized and detail-oriented, adept at coordinating multidisciplinary stakeholders and prioritizing resources most practically and cost-efficiently to meet demanding deliverables. Dedicated individual with impressive analytical, innovative, problem-solving, and relationship management skills.

Core Areas

- Agile Project Management
- Budgeting & Cost Tracking
- Communications & PR
- Community Outreach & Engagement
- Content Creation & Management
- Cross-functional Leadership
- Data Analysis & Reporting
- Digital Marketing
- Partnership Development
- Performance Management
- Program Administration
- Training & Mentoring
- Vendor Management

PROFESSIONAL EXPERIENCE

Community Mobilization Manager, [Food Bank For New York City](#) | 2022 - Present

- Establish and advance the overall communications and media strategy; produce digital communications and materials, including web content, broadcast emails, texting updates, online newsletters, news releases, reports, publications, social media posts, and videos to engage the public while maintaining the Food Bank brand.
- Generated a 450% increase in advocates across federal, state, and local levels in 2 fiscal years by creating, implementing, managing, and evaluating 20 targeted anti-hunger policy marketing campaigns.
- Optimized team operations and systematized a decade of advocacy and elected official engagement data by championing new project management and customer relationship management (CRM) software implementation.
- Oversee the Public Affairs' primary and secondary landing pages, implementing continuous content updates, and collaborating with the IT department and external vendors to ensure the regular execution of necessary backups and software updates.
- Secured four \$32K+ grants as measured by successful budget development and efficient fund management for impactful anti-hunger advocacy.

Content Creator, [Food Bank For New York City](#) | 2021-2022

- Developed successful "CookShop Online" Curriculum as measured by a survey of X individuals converting in-person content into a digital format for school admin, families, and children.
- Produced 30+ recipe videos, character animations, and digital education materials using **Adobe Creative Suite**.
- Achieved a 100% increase in the open rate for a newsletter campaign, engaging 1,000+ recipients per issue by diversifying content and implementing efficient work plans.

Nutrition & Health Services Coordinator, [Food Bank For New York City](#) | 2019 - 2021

- Managed 107 NYC DOE Elementary Schools and after-school sites for USDA-funded "CookShop" program, impacting 21,300+ students in 2 years.
- Led monthly Community Obesity Prevention workshops, engaging 450+ member agencies and providing nutrition expertise in line with SNAP-Ed guidelines.
- Directed site recruitment, conducted 17 orientations, and onboarded 340 new clients independently.

Coordinator of Events Operations and Volunteers, [AIDS Walk New York](#) | 2018

- Led 1000+ volunteers in collaboration with organizations like NYPD, FDNY, Apple, and GMHC for AIDS Walk New York with 20,000+ participants.
- Secured In-Kind Donations, fundraising prizes, and VIP resources from companies like Macy's, Lush, Malin and Goetz, and other partners.

Health Educator, [Peer Health Exchange \(PHE\)](#) | 2017-2018

- Designed, developed, and led 20+ weekly sexual and reproductive health workshops, instructing classes of up to 35+ students in under-resourced high schools in NYC.

Program Evaluation Assistant, [Red Hook Initiative](#) | 2017

- Analyzed, aggregated, and visualized high school graduation and college retention data to evaluate RHI program impact in Red Hook.
- Managed program goal updates and maintenance using Salesforce.

Assistant Research Editor, [NYC Food Policy Center at Hunter College](#) | 2017

- Monitored organizational data, including grant status and social media reach, for informed decision-making.
- Conducted research and outreach to prospective partner groups, ensuring accurate information verification.

Legislative Assistant, [Office of Deborah J. Glick \(AD 66\)](#) | 2016-2017

- Supported 5 legislative projects, engaging with a wide range of stakeholders and community groups to incorporate diverse perspectives into policy recommendations.
- Helped plan and execute social media communications campaigns to drive public engagement while analyzing local press coverage to adjust messaging and strategy for maximum constituent support.

Site Supervisor & Lead Field Coordinator, [Mount Sinai](#) | Summer 2015; Summer 2016

- Achieved two promotions, progressing to Lead Field Coordinator and then Site Supervisor, handling dual responsibilities while serving as Master of Ceremony for 2 Research Symposiums.
- Headed major field research project across South Bronx, Harlem, and Chinatown, mapping out community resources and creating a robust database 33% more accurate than Google Maps.
- Introduced bespoke data analysis tools to assess healthcare accessibility in Chinatown, gaining actionable insights into critical community health challenges and recommending tailored strategies to remove barriers.
- Led in-depth investigative research project on the fast-food industry's impact, presenting findings to the executive team and the Board to influence policy changes.
- Ran Summer Youth Employment Program (SYEP), establishing the educational programming approach and delivering engaging personal development workshops to 90 youth.

UX Designer, [CUNY School of Public Health \(SPH\)](#) | 2016

- Collaborated on developing the "Healthy CUNY" mobile app and website.
- Coded and integrated testimonial videos onto the app website.
- Promoted the beta version across CUNY campuses, including innovative marketing efforts like *SnapChat* filters, recruiting 50+ student participants.

EDUCATION & CERTIFICATIONS

BA in Public Health Policy, Minor in Sociology, CUNY Hunter College | 2018

- Graduated *magna cum laude*
- Scholarships: Roosevelt Honors, Thomas Hunter Honors, Edward T. Rogowsky Honors

Food Handling, [NYC Department of Health and Mental Hygiene, Special Food Programs](#) | 2016

COVID-19 Contact Tracing, [Johns Hopkins University](#) | 2020

TECHNICAL SKILLS

Canva, WordPress, Adobe Creative Suite (InDesign, Premiere Pro, Acrobat), iMovie/Final Cut Pro, Animaker, Animoto, Social Media (X, IG, FB, LinkedIn, YouTube, TikTok), Sprout Social, HubSpot, Rallybound, MailChimp, Salesforce CRM, Quorum, Politico Pro, Project Management Software (Asana, Monday), Cisco WebEx, Zoom, Google Classroom, Microsoft Office Suite, STATA, Qualtrics