

# Ysabel Cacho

## Journalist

### Summary

I have recently graduated from Pompeu Fabra University with a Master's degree in International Studies on Media, Power, and Difference. Before this, I began my professional career as a copywriter for different health and wellness advertising agencies in New York for over five years. Out of my typical "9-5" advertising job, my "5-9" consisted of freelance reporting and contributions to publications such as CNN, New York Magazine, Rappler, and ilovetheupperwestside.com. Since then, I've graduated with a master's degree in international communication to make the transition to journalism. Let's work together!

### Experience

#### Journalist Intern

*The Social Talks (remote)*

August 2022 - present

- Published and researched stories surrounding the topic of the European Union (Spain) on sustainability and local news, as well as other topics on theater and social media trends.
- Pitched article ideas to the managing editors.
- Crafted social media posts for Twitter and Instagram to drive more readership and engagement.

#### Contributing Writer & Photographer

*Various publications  
(New York & Manila)*

January 2018 - present

- As someone who loves telling stories and documenting the world through many mediums, I've pitched, researched, and written different beats: immigration, travel, diaspora, culture, and the arts.
- I also photograph my own reporting.
- Published by: CNN, New York Magazine, BuzzFeed, The Philippine Daily Inquirer, Rappler, and ilovetheupperwestside.com.

#### Senior Copywriter

*The Bloc (New York & Manila)*

February 2019 - May 2021

- Developed content and design strategies to help elevate brand identity and articulate these ideas and findings to the clients
- Created brand voice and integrated it into consumer marketing materials such as emails, brochures, and apps
- Over 5 years of experience in heart and rare diseases, women's health, technology, insurance, and medical devices

### Education

September 2021 - July 2022

#### Master's Degree in International Studies on Media, Power, and Difference

Pompeu Fabra University

Barcelona, Spain

September 2012 - May 2015

#### Bachelor's Degree in Visual Communications with a minor in Copywriting

Savannah College of Art and Design

Savannah, GA, USA

### Let's connect!

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