

About me

Hi, I'm Isa, a copywriter with over three years of traditional media experience and five years in digital media. I'm passionate about exploring digital trends that enhance my approach to copywriting.

I love participating in training courses that sharpen my creativity, copywriting, and storytelling skills to stay ahead of the curve. I also use AI as a tool to optimize my workflow.

Experience

2026 | Copywriter PLP

Jotabequ CR

Worked as a copywriter for the political campaign from late October 2025 until February 1, 2026.

2025- Present | Copywriter

Calox Costa Rica

Writing digital content for the laboratory's OTC brands, supervision, and approval of digital content made by the company's ad agency.

2023-2025 | Copywriter

Freelance

Writing digital content for various brands (Pilates and architecture studios).

2022 | Copywriter

Leo Burnett CR

Working as a copywriter for brands such as Amazon Jobs, Heinz, Kraft, etc.

2021 | Content Manager

4AM Saatchi & Saatchi CR

Content manager on a temporary contract for a political campaign.

Contact

✉ bellaba94@gmail.com

☎ +506 6042-7416

📍 Guachipelín de Escazú

Education

Animal Ad School CR 2024-2025

Master's Degree in Art and Copy

OBS Business School 2023-2024

Master's Degree in Creative Direction and Advertising

Miami Ad School 02-04 2018

Account Planning Bootcamp

ULATINA COSTA RICA 2013-2017

Bachelor's degree in Advertising



ISABELLA BELLO ANDRADE

Copywriter