

# YSABEL CACHO

I'm a writer and photographer with six years (and counting) of experience writing about local news, arts and culture, immigration, and healthcare. Pursuing storytelling has taken me across continents, from art school in Savannah to the advertising industry in New York, and now to Barcelona, where I am taking my master's degree in communication. My works are featured in various international publications and exhibits.

## Experience

### Contributing Writer and Photographer

January 2018 - present; Remote

- Writes, photographs, and pitches articles about culture, travel, and local news
- Published by: CNN, New York Magazine, BuzzFeed, The Philippine Daily Inquirer, Rappler, and [ilovetheupperwestside.com](http://ilovetheupperwestside.com)

### Senior Copywriter at The Bloc

February 2019 - May 2021; New York, NY

- Successfully launched a rebranded website, campaigns, and social media platforms for numerous brands
- Develops content and design strategy help elevate brand identity and articulate these ideas to the clients
- Creates brand voice and integrates it into marketing materials such as emails, brochures, apps, etc.

### Copywriter at Neon/FCB

June 2015 - February 2019; New York, NY

- Collaborated with UX and art director to create apps for women with endometriosis and caregivers treating patients with heart problems
- Led content strategy by testing and documenting user engagement with the apps, websites, and social media

## Exhibits

- Society of Philippine-American Artists, October 2020; New York
- Artists of Today, March 2020; New York
- RAW Artists, November 2019 and January 2020; New York
- Society of Philippine-American Artists, October 2019; New York
- Conception Arts, February and November 2019; New York
- Table for One, January 2019; Manila

## Contact

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## Education

### Pompeu Fabra University

(present); Barcelona, Spain

MA International Studies on Media, Power, and Difference

### Harvard University

(2020); Online

Museum Studies Course

### Savannah College of Art and Design

(2015); Savannah, USA

BA Visual Communications,

Minor in Copywriting

- Magna Cum Laude
- Scholarship recipient

## Awards

2021 Gold Cannes Lion at the Cannes Lions International Festival of Creativity

2019 Best in Show at the Society of Philippine-American Artists Exhibition

2017 Finalist for Interactive Award Finalist in Connecting Category

## Skills

- Language: English, Spanish
- Journalism, copywriting, fact checking
- Photography
- Content Strategy, brand development
- Adobe Creative Suite, Microsoft Office, AP Stylebook, Squarespace