



Isobella Harkrider

MANAGER

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EXPERIENCE OVERVIEW

As a writer, connector and multi-media storyteller with strong communication skills, Isobella Harkrider has a passion for those moments that resonate long after the last word. She has over ten years of writing experience and brings emotional intelligence and impressive research skills to all her work. Isobella has the ability to write in multiple formats and in various styles, naturally humanizing content.

She often writes about health, healthcare, education, culture, and policies, her work and essays can be found in The New York Times, SELF, SheKnows, Houston Press, Parents, and others.

Her own publishing projects have been featured nationally and globally, The New York Times, The Los Angeles Times, The New York Daily News, the BBC and Publishers Weekly.

Previously she authored and published several books that were self-marketed and featured in national and global media outlets. She also secured the books being sold inside Barnes and Noble retail stores. Isobella has familiarity with SEO practices and experience with CMS, Google Analytics, Asana, Slack, and basic Photoshop.

Along with her strong writing background, Isobella brings a detailed and creative eye to the table and positive energy to all her projects.

RELEVANT WORK EXPERIENCE

- Written for The New York Times, SELF, SheKnows, Houston Press, Parents, and others.
- Senior staff writer and content coordinator for a non-profit news source in Texas, bringing professional sources to the majority of work on a tight turnaround. Assigning freelance writers and keeping track of all in-house assignments, seeing them through the editorial process. Along with curating concepts and/or confirming graphics for assignments with the graphics team and written scripts for video teams.
- Conducted and transcribed interviews and wrote company biographies for 48 employees of an established architecture firm based in Houston.
- Authored and published several books which were self-marketed and featured in national and global media outlets, and secured the books being sold inside Barnes and Noble retail stores. She's also worked with HarperCollins UK, Gamine Press and Soft Skull Press. Assessed the health and social impacts of social determinants of health related to disaster recovery and resilience, specifically in underserved communities across Harris County.