

ISABEL MOSSO

Generative AI Artist and Creative Strategist

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PROFILE

Generative AI Artist and Creative Strategist with a background in marketing copywriting and brand communications. Translates briefs into production-ready visual assets for campaigns, product launches, and social media, combining AI art direction and documented workflows with a strong understanding of brand and audience.

CORE EXPERTISE

Generative AI image/video · AI art direction · Visual concept development · Campaign/product imagery · Creative strategy · Brief translation · Brand storytelling · Prompt systems/documentation · Copywriting/localization

EXPERIENCE

AI Generative Artist

Kartel.ai · Beverly Hills, CA · Remote

Feb 2026–Sep 2026

- Translated creative briefs into production-ready AI-generated visual assets for marketing, product, and brand communications.
- Developed visual styles aligned with each brand's identity and creative objectives across campaigns, product launches, and social media.
- Explored emerging AI tools and workflows to improve creative range and consistency; collaborated with production teams and maintained prompt libraries and process documentation.

Content Executive, Cruises

Original Group · Cancún, Mexico · Hybrid

Jan 2025–Jan 2026

- Led email, social, and promotional content for Temptation and Desire Cruises, partnering with designers across digital, print, and onboard experiences.
- Wrote SEO web copy and UX microcopy; audited and localized FAQs, menus, and brand voice materials for Mexico, Colombia, and Argentina.

Copywriter and Editor

Fundación Carlos Slim · Remote

Oct 2022–Jan 2025

- Developed scripts, episode content, show notes, and outreach materials for Ecos de la Naturaleza; advised on narrative structure around biodiversity.
- Drafted the Nature for Life Hub 2024 UNEP application proposal, contributing to the podcast's selection among leading global projects.

EARLIER EXPERIENCE

Marketing Copywriter

EchoWave Marketing · California, USA · Remote

Jan 2023–Dec 2024

- Developed audience-specific PPC, web, and campaign copy informed by market research, keyword strategy, and on-page SEO.

Copywriter

Sunset World Resorts and Vacation Experiences · Cancún, Mexico

2021–2022

- Created SEO, promotional, and social content shaped by guest preferences and seasonal demand; supported brand consistency across hotel communications.

EDUCATION AND TRAINING

BA, Translation, Localization and Interpreting

Universidad Intercontinental · Mexico City, Mexico

Generative AI Applications for Communication, Reporting and Institutional Creativity · DITIA & ITM Group · 2025

LANGUAGES AND CREATIVE WORKFLOW

Languages: Spanish (native) · English (IELTS C1)

AI and creative workflow: GPT Image · Gemini (Nano Banana) · FLUX · Kling · Seedance · Adobe Photoshop · Codex