

Isabella Cerda

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Chicago, IL
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EXPERIENCE

The Guild, Fair Trade Boutique in Chicago — *Retail Sales Associate*

June 2019- PRESENT

Extensively researched products and brands in order to ensure each customer knows the story behind each sustainably made item.

Isabelle Gougenheim Designs, Chicago—*Stylist and Model*

June 2020 - PRESENT

Styled vibrant and innovative outfits for high fashion photoshoots and incorporated luxury scarves and facemasks in unconventional, eye-catching ways. Modeled in a variety of locations in Chicago with a multitude of images featured on the brand's official Instagram. (@isabellegougenheim)

Work+Shelter, Chicago—*Social Media Coordinator and Copywriter*

August 2019 - December 2019

Curated photo, video, and text posts that promoted the products, business model, and sustainability goals of the brand. Upheld a consistent, sleek aesthetic and accumulated many new followers.

EDUCATION

The University of Wisconsin-Madison- *Bachelor of Arts (in progress)*

2019-Present

Sophomore at a Junior standing status due to extensive credits and retro credits, majoring in journalism.

GPA: 3.9

Whitney M. Young Magnet High School, Chicago— *High School Diploma*

September 2015 - June 2019

GPA: 3.75

Principal's Scholar Award Recipient

President of School Beautification Club

Member of the Acting for Gender Equality Club

SKILLS

-excellent customer service skills

-basic knowledge of HTML and CSS

-multimedia artistic ability and experience with Adobe programs

AWARDS

Dean's List - 2019-2020

LANGUAGES

Spanish- Fluent
French -Advanced

Extracurricular Involvement and Projects

ALT Magazine, Madison
-*Stylist*

Advertising Club,
Madison-Copywriter

Personal Website
[Link](#)

Collages and Digital Art
[Zeemee link](#)

