

# 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. Curated a unique shopping experience for each customer and fostered strong client relationships.

### **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 ( for Instagram and Facebook) 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: 3.8

President of School Beautification Club, Secretary of the Freshman Mentors organization, Member of the Acting for Gender Equality Club

## SKILLS

Multimedia artistic ability and experience with Adobe programs

Excellent customer service and communication skills

Basic knowledge of HTML and CSS

## AWARDS

Principal's Scholar 2015-2019

University of Wisconsin  
Dean's List - 2019-2020

## LANGUAGES

Spanish- Fluent

French -Advanced

## Extracurricular Involvement and Projects- University of Wisconsin

### **ALT Magazine-Stylist**

Styled Magazine cover for the Fall Edition and featured editorial spread  
Link [here](#)

### **Advertising Club -Copywriter**

Currently working on a campaign for CAMPO a sustainable brand

### **Personal Website**

Simplistic website made to demonstrate coding skills, featuring a link to this resume and examples of my collages as digital art  
Link: