

Isabella Cerda

1635 N Claremont
Chicago, IL
isabellacerda1102@gmail.com
icerda@wisc.edu

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. Intends to major in Strategic Communications.
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:
<https://www.bellacerda.com/>

