

Isabel Shorter | Brand & Marketing Specialist

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PROFESSIONAL SUMMARY:

Marketing professional with experience in content strategy, campaign execution, and visual storytelling. Proven ability to drive engagement and sales through data-informed marketing initiatives. Passionate about building cohesive brand identities and delivering compelling client-facing work within fast-paced, creative environments.

CORE SKILLS

- Brand Strategy & Positioning
- Content Strategy & Copywriting
- Campaign Development & Execution
- Visual Direction & Creative Production
- Email Marketing (Klaviyo)
- Market Research & Consumer Insights
- Cross-Functional Collaboration
- Performance Analytics & Reporting

EXPERIENCE:

Brand & Marketing Consultant 01/2026-Present

Self-Employed – Boston, MA

- Develops brand strategies and marketing plans for small businesses across fashion, lifestyle, and e-commerce industries
- Executes content strategies, email marketing campaigns, and website optimizations to improve engagement and conversion rates
- Conducts market research and competitive analysis to inform brand positioning and messaging
- Partners directly with clients to translate business goals into cohesive brand identities and marketing initiatives

Account Administrator 02/2025-01/2026

Lockton Companies – Kansas City, MO

- Supported client accounts within a fast-paced corporate environment, contributing to the development of client-facing materials and presentations
- Collaborated cross-functionally to ensure accuracy, organization, and timely execution of deliverables
- Assisted in analyzing client needs and translating business objectives into clear, structured solutions
- Built foundational experience in client services, project coordination, and professional communication

Brand & Marketing Specialist 03/2024-02/2025

Amethyst Home – Kansas City, MO

- Increased sales by 66.7% through email marketing campaigns
- Successfully created and executed campaigns across multiple social media platforms, resulting in increased brand awareness and direct sales
- Identified areas of potential expansion by presenting expert market research recommendations
- Analyzed data to create strategies and provide the best solutions for increasing sales
- Actively managed E-commerce site and improved customer experience
- Raised awareness for Artisan Tour KC resulting in over 500 in-person attendees throughout campaign

Brand & Marketing Specialist 10/2022-03/2024

Scale WP – Chicago, IL

- Supported brand and marketing strategy through content development, campaign execution, and lead generation initiatives
- Wrote proposals and RFP responses, contributing to new client acquisition and revenue growth
- Managed website updates and case studies to support sales and marketing efforts
- Conducted market research to inform campaign direction and positioning

EDUCATION:

DePaul University, Chicago, IL — 2019-2023 **Florence University of the Arts, Firenze, IT 2022**

College of Communication: B.A. Public Relations and Advertising, Minor in Business Entrepreneurship

Academic Achievement: GPA: 3.8, Summa Cum Laude, & Dean's List