

Isabel Marie

Brand Steward. Killer Storyteller. Creative Self-starter.
Conceptual Strategist.

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[Isabel's LinkedIn](#)
[Isabel's Portfolio](#)

Expertise lies in conceptualizing and executing compelling brand narratives across diverse platforms, including social, online video, and broadcast environments. As a brand steward, Isabel thrives on establishing distinctive voices and personalities that resonate with audiences, ensuring a consistent brand experience across all marketing touchpoints.

EXPERIENCE

Scale WP, Chicago, IL — Brand & Marketing Strategist

JUNE 2022 - PRESENT

Specializes in developing brand identity, messaging, and marketing strategies. Demonstrates a focus on creating compelling narratives that resonate with target audiences. Handles lead generation and effective client outreach. Proven ability to craft and execute marketing initiatives that drive brand visibility and engagement.

Novella Brandhouse, Kansas City, MO — Brand & Marketing Intern

JUNE 2022 - SEPT. 2022

In the role of Brand and Marketing Intern at Novella Brandhouse, Isabel concentrated on the development of comprehensive brand strategies for clients. Undertook market research initiatives to gain insights and inform strategic decisions. Played a pivotal role in establishing distinctive brand voices and executed social media marketing campaigns to enhance brand visibility.

Wardell & Holmes Real Estate, Kansas City, MO — Brand & Marketing Intern

JUNE 2022 - SEPT. 2022

Effectively managed diverse social platforms, implementing targeted marketing tactics to enhance brand presence. Demonstrated a hands-on approach by attending showings. Directed content creation initiatives, showcasing a keen ability to align creative strategies with marketing objectives.

Bravco Beauty Boutique, Chicago, IL — Creative Director & Brand Strategist

MARCH 2021 - SEPT. 2021

Planned and successfully hosted event on DePaul University's campus with 150 student attendees. Event successfully increased brand awareness for Sephora Collection and their new line. Exceeded 50% of sales. Weekly promotional social media content for the new line.

Sephora Collection, Chicago, IL — Digital Marketing Intern

JAN 2020 - APRIL 2020

Planned and successfully hosted event on DePaul University's campus with 150 student attendees. Event successfully increased brand awareness for Sephora Collection and their new line. Exceeded 50% of sales. Weekly promotional social media content for the new line.

TECHNICAL SKILLS

Outreach (UpWork & LinkedIn)

Written Communication

Proposal Writing

Copywriting

Digital Marketing

WordPress Site Development

Wix Site Development

Photography, Photoshop, & InDesign

Brand Strategy

Storytelling

Quantitative Assessment, Market Research, & Data Analysis

Multicultural Understanding

Creativity & Innovation

Leadership & Teamwork

Video-editing (Adobe Premiere, Final-cut Pro, Capcut)

Event Planning

EDUCATION

DePaul University, Chicago, IL — B.A.
Public Relations and Advertising,
Minor in Business Entrepreneurship
2019 - 2023

Academic Achievement: GPA: 3.7,
Summa Cum Laude, & Dean's List
every quarter

Florence University of the Arts,
Florence, Italy — Italian Culture,
Fashion Retail Management, & Visual
Merchandising Fall Semester 2023