

Isabella Pacheco

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Columbia College Chicago, Chicago, IL
BA in Fashion Studies with a concentration in Merchandising
Minor in Public Relations
GPA: 3.88/4

Anticipated Graduation in May 2024

Involvements:

- Dean's List 2020-2023
- Public Relations Student Society of America

Relevant Coursework:

- Marketing Fashion Brands
- Fashion Public Relations
- Social Media & Digital Strategies

RELEVANT EXPERIENCE

Public Relations Intern

May 2023 - Present

Fallon PR | Chicago, IL | Hybrid

Clients: Barry's, Vital Proteins, Marina Raphael, Smirnoff, Amsale, Deseda

- Creating press decks of all relevant media coverage
- Conducting influencer outreach for events
- Managed guest list and RSVPs for Smirnoff ICE NYC event, which resulted in a final guest attendance of 74% and 3.7M followers/impressions based on earned attendees
- Pitching to influencers and media outlets

Social Media Manager

March 2023 - Present

Care for Life Home Health | Greater Chicago Area, IL | Remote

- Creating successful, multifaceted marketing plans across multiple channels, such as LinkedIn, Instagram, and Facebook
- Increased the accounts reached by 46.7% on Instagram
- Positioning brand to capture a larger audience and increase engagement with creative approaches
- Acquiring more clients through informative social media posts displaying the high credibility and success of the company

Columbia College Chicago: Fashion Public Relations

January 2023 - Present

Chicago, IL | On-Site

- Developed a PR plan for a fashion show for Issey Miyake
- Formulated sample headlines to generate press coverage
- Identified interview and broadcast media targets for press coverage
- Established an invite list and dossier of notable celebrities, influencers, and stylists
- Crafted a post-show press release summarizing the collection

National Board Member

May 2022 - Present

Avalon Apparel | Los Angeles, CA | Remote

- Developing strategic recommendations to improve department functionality and current strategies
- Conducting trendspotting using market research on Instagram
- Assisting in social media management through Instagram polls and reported results for further trend analysis
- Delivering on promises to represent the needs, interests, and values of the Avalon Apparel organization

SKILLS

PROFESSIONAL

- Pitching
- Social Media Marketing
- Press Releases

TECHNICAL

- Microsoft Office
- CRM Platforms
- Canva

INTERPERSONAL

- Solutions Oriented
- Leadership
- Verbal and Non-Verbal Communication