

Isabella Stolberg

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Education

The Ohio State University, College of Education and Human Ecology

Columbus, OH

Bachelor of Science in Fashion and Retail Studies - Merchandising

September 2022 – May 2026

- **Minor:** Communications Technology

GPA: 3.5

Relevant Coursework

Uses of Social Media and IT in the Fashion, Hospitality & Sport Industries

- Implementing marketing strategies by leveraging social media and technology systems to enhance brand visibility, drive engagement, and support growth with trend analysis and targeted campaigns

Branding in Fashion, Hospitality, and Sports Industries

- Evaluated leading and emerging brands to identify strategies for optimizing brand identity and market influence, utilizing consumer behavior analysis and competitive differentiation

Work Experience

Garde-Robe

Columbus, OH

Social Media Coordinator & Campus Ambassador

August 2024 – Present

- Created and managed engaging content for the brand's social media platforms, amassing over 800,000 views
- Led the Ohio State ambassador team, successfully recruiting and mentoring new ambassadors to promote the fashion app, fostering community presence and driving brand awareness

Micaela Erlanger Studios Inc.

New York, NY

Celebrity Styling Intern

May 2024 – August 2024

- Managed sample requests, inventory check-ins, and facilitated a total of 400 product drop-offs and pickups, ensuring efficient communication with various organizations
- Merchandised clothing and accessories while liaising between celebrity and VIP clients, PR agencies and brands, and the lead stylist. Conducted market evaluations based on current trends

University Tees

Columbus, OH

Campus Manager

August 2023 – May 2024

- Facilitated nearly \$15,000 worth of apparel orders for sororities, fraternities, and student organizations
- Partnered with artists to create designs by directing branding visuals that align with current industry trends

Activities & Involvement

The PRactice - Ohio State

Columbus, OH

Associate

August 2024 – Present

- Analyzed, pitched, and rolled out PR strategies for real-world clients while collaborating with a team to create engaging social media content and press releases
- Held brand client meetings to identify gaps in PR strategies, conducted SWOT analysis to assess campaign effectiveness, and orchestrated brand and media kits

Fashion Week Columbus

Columbus, OH

Macy's Fashion Show Volunteer

October 2023

- Ensured smooth operations of the live production by coordinated with the event team and talent

Skills & Interests

- **Technical Skills:** Video Editing, Project Management, Data Analysis, Campaign Performance Tracking
- **Interests:** Fashion Trends, Sports, Brand Management and Consulting, Cultural Impact of Media