

ISABELLA CALDERÓN

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EDUCATION

Berkeley College New York: Pursuing a BBA in Fashion Merchandising and Management on a scholarship. *Sept 2021 - Present*

Università de Bocconi Milano: 'Management of Fashion and Luxury Companies' completed a certificate course focused on brand management, product development, retail strategies, and communication within the fashion and luxury sectors. *March 2024 - May 2024*

Inside LVMH Certificate: Completed a 4-module online course on the luxury industry, gaining insights from professionals within the LVMH conglomerate. *May 2022 - July 2022*

Istituto Europeo di Design Firenze: Completed a semester course in Fashion Styling in Italy. Specializing in editorial projects, visual merchandising, store layout, and digital event management. Learned to analyze video language and direction skills contributing to a comprehensive understanding of brand development. *Feb 2020 - July 2020*

EXPERIENCE

Intern, Sales and Marketing Assistant, Carla Quiroga (Bolivia) *July 2022 - Dec 2024*

- Increased engagement and visibility by 45% by developing and executing comprehensive storytelling calendars across social media channels, driving brand engagement and visibility.
- Increased revenue by 10% by expanding sales across multiple channels and platforms, contributing to significant brand growth.
- Trained 5 women's sales teams on consumer experience and brand DNA, ensuring consistent brand representation.
- Strategized and managed budget allocations for campaign productions, optimizing cost-effectiveness.
- Monitored and analyzed campaign performance to inform future strategy adjustments.

Styling Volunteer, Santa Cruz Fashion Week (Bolivia) *Sept 2022 & Nov 2023*

- Generated 6 pieces of content that garnered 50% more engagement compared to previous events, contributing to online and event visibility.
- Styled and dressed models for runway shows, ensuring each look aligned with the brand's vision and enhanced the event's impact.

Volunteer at non-governmental organization (NGO), "My Gift" (Bolivia) *2022 - 5 months*

- Assisted in brand creation for a women's sheltered workshop.
- Assisted in merchandising planning for the workshop, ensuring optimal stock levels for production cycles.
- Proposed collections aligned with current trends, enhancing product appeal of the workshop.

SKILLS

- Bilingual proficiency in English and Spanish
- Strong communication and team collaboration abilities
- Product Conceptualization, Market Analysis and Branding
- Google Sheets, Google Docs, Google Slides
- Excel, PowerPoint
- Versatility and adaptability in different contexts and markets