



# Isabella Marçal

Customer Experience Specialist

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## Languages

- Spanish
- Portuguese
- Italian
- English

## About

With over 8 years in the fashion industry, I've thrived from personal stylist to sales adviser, specialising in customer experiences and exceeding sales targets. My expertise includes organising events, training new hires, and creating impactful visual merchandising. Fluent in basic Spanish, Portuguese, Italian, and English, my versatility enhances any retail setting.

### BRANDS WORKED WITH

- Grupo Plaenge
- S2G
- University of The Nations (YWAM)
- Zara INDITEX

## Experience



- ARCHITECT VOLUNTEER WORK**  
 University of The Nations (YWAM) | Jun 2016 - Jun 2018
- Fashion Customer Experience Specialist**  
 Grupo Plaenge | Mar 2013 - Dec 2015
- Creative Fashion Stylist**  
 S2G | Dec 2011 - Dec 2012
  - Spearheaded the customer service department, handling inquiries, and providing personalized fashion advice, leading to a 20% increase in returning customers.
  - Organize and conduct high-end fashion events and pop-up shops, enhancing brand visibility and customer engagement.
  - Develop and implement training programs for new hires focused on customer service excellence and product knowledge. Creative Fashion Stylist S2G, São Paulo
  - Curated fashion merchandise displays for in-store and window presentations that captured customer interest and drove sales.
  - Collaborated with the marketing team to create compelling promotional materials and social media content that increased online engagement by 30%.
  - Managed inventory and liaised with suppliers to ensure product availability and variety, improving customer satisfaction.
- Sales Assistant**  
 Zara INDITEX | Mar 2011 - Dec 2011
  - Directed daily operations of a boutique fashion store, consistently exceeding sales targets by an average of 15%.
  - Provided exceptional customer service, resolving issues swiftly and maintaining a customer satisfaction rate of over 95%.

## Education & Training

- 2023 ● **University of East London**  
 Bachelor of Science in Architecture,
- 2022 ● **London College of Contemporary Art**  
 BA Art and Design Foundation,
- 2013 ● **Universidade Pitagoras de Londrina**  
 BA Architecture And Landscape,
- 2013 ● **Universidade Filadélfia**  
 Building Construction Technology,

