



# Isabelle Roshko

Freelance Marketing, Branding, and Creative Strategy Consultant

Los Angeles, CA, USA

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## Links

[LinkedIn](#)

## Languages

English (Native)

French (Basic)

## About

### BRANDS WORKED WITH

Ignite Tutoring

Marketing, Branding, and Creative Strategy.

Song of Style | Revolve.

Stella McCartney

## Experience

### ● Freelance Consultant

Marketing, Branding, and Creative Strategy. | Nov 2022 - Now

- Leading brands and individuals in optimizing their marketing and branding strategy to drive sales and brand presence via social media execution, omni-channel storytelling, data analysis, campaign management, and more
- Providing services including: marketing consulting, brand strategy and positioning, campaign creation and execution, social media strategy, content creation, creative consulting and direction, influencer marketing expertise, press outreach and management, and more
- Focusing on consumer driven brands in the fashion and ecommerce space

### ● Marketing Coordinator

Song of Style | Revolve. | Nov 2021 - Nov 2022

- Managed and executed quarterly marketing activations ranging from \$5,000 to \$30,000+, achieving brand the highest conversion rate to date (total sales up +10% MoM, and +83% YoY on +145% higher Total Inv YoY) and highest Avg FP Units in two years (40% growth MoM), all resulting in Song of Style being the #2 highest-clicked brand
- Strategized and coordinated all brand partnerships with influencers, celebrities, and other entities to foster authentic relationships and build an ambassador program from ground zero
- Utilized innovative social media strategies to increase Instagram sales by 13% and build Pinterest engagement 41% over three months
- Measured success of campaigns by preparing weekly and monthly reports to account for and compare various KPIs and provide recommendations to drive brand awareness and online sales



### ● PR & Studio Design Intern

Stella McCartney | Jun 2019 - Aug 2019

- Combined analytical and creative skills to optimize organization, planning and execution, increasing productivity across both PR and Design teams
- Aided in the creation of the Spring/Summer 2020 Collections, quickly gaining recognition and greater responsibility including achieving a feature in the collection with my fabrics, swatches, and color names
- Used understanding of trends and aesthetics to create selections for editorials and stylists, featured in magazines such as Bazaar and Elle



### ● Founder + Head of Marketing and Creative Direction

Ignite Tutoring | Aug 2019 - Nov 2021

- Formulated and executed business model to build a company of 200+ hires and four branches across Northern and Southern California, while operating at an average GPM of 36.5%
- Created digital marketing campaign and organizational remodel to increase sales by 200% within four months and nearly double team size
- Managed team of nine individuals to effectively create and drive marketing campaigns and craft Ignite brand persona
- Created content for and managed all social platforms including Instagram, Tiktok, Pinterest, etc... to convert leads to sales

## Education & Training

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- 2020 - 2022 ● **Fashion Institute of Design and Merchandising (FIDM)**  
Master, Business Administration
- 2016 - 2020 ● **University of California, Los Angeles (UCLA)**  
Bachelor of Art, Psychology and English Minor