

ISABELLE BYRA

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EDUCATION

University of San Diego, Knauss School of Business

San Diego, CA

Bachelor of Business Administration (BBA), Marketing and Business Administration

May 2026

Minor in Entrepreneurship

Honors: Departmental Honors in Business Administration; Dean's List; Entrepreneurship Endowed Scholarship

EXPERIENCE

Style Advisor

September 2025 – Present

Aritzia

San Diego, CA

- Consistently exceed sales targets, generating \$950+ in hourly sales through high-touch clienteling and personalized styling.
- Execute in-store merchandising and visual standards aligned with seasonal campaigns and brand positioning.
- Drove customer retention through long-term client relationships, tracking client preferences and proactively following up on new arrivals and styling opportunities.

Marketing Intern

July 2025 – January 2026

MBI LLC

Irvine, CA

- Developed marketing content and campaign assets, including case studies, newsletters, and client-facing materials.
- Increased organic website traffic by 40% through SEO-driven keyword strategy and content optimization.
- Executed segmented email marketing campaigns to support lead generation and audience targeting.

Marketing Intern

February 2025 – June 2025

LifeStamp Branding & Marketing Agency

Irvine, CA

- Increased Instagram engagement by 30% through platform-specific content strategy and performance tracking.
- Managed content calendars and coordinated deliverables to ensure timely execution of campaigns.
- Supported content production and creative asset organization for multi-channel marketing campaigns.

CONTENT CREATOR & BRAND COLLABORATOR

TikTok, Instagram

January 2023 – Present

- Grew a fashion, beauty, and lifestyle platform to 12.3K+ followers and 600K+ likes, with content reaching 2.7M+ views.
- Partnered with 20+ fashion and beauty brands to create content supporting product launches and marketing campaigns.
- Managed brand relationships, PR coordination, and campaign deliverables across multiple collaborations.
- Analyzed performance metrics and audience insights to optimize content strategy and campaign effectiveness.

SKILLS

- **Marketing:** SEO, Influencer Marketing, Email Marketing, Content Strategy, Social Media Marketing
- **Tools:** Microsoft Excel (VLOOKUP), Canva, CapCut, Adobe Creative Suite, Wix, Google Ads
- **Creator Platforms:** TikTok Shop, ShopMy, LTK, Amazon Influencer
- **AI Tools:** ChatGPT, Gemini, Claude
- **Certifications:** [Simternship](#), [Semrush](#)