

# ISABELLE ST CLAIRE

*Fashion Stylist Business Student*

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*Fashion stylist, content creator, and business student with over a decade of experience in the fashion industry, blending creativity with strategic thinking to drive growth in apparel, retail, and eCommerce. Proven ability to craft compelling visual stories and make data-driven decisions supporting healthy business growth and meaningful customer engagement. Working towards a career in buying, planning, or retail business operations.*

## EDUCATION

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**A.A.S Associate of Applied Science, Fashion Business** – Fashion Institute of Technology, 2025

*Relevant Coursework: Digital Marketing, Content Creation, Market Research, Consumer Behavior, Retail Math, Merchandise Planning*

**B.A. Bachelor of Arts, Fashion Production** – Central St Martin’s, 2013 *Awarded most marketable collection and best in fashion show production.*

## PROFESSIONAL EXPERIENCE

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### Personal Stylist

9/2024 – Present

Short Story

- Boost repeat sales and customer retention by offering online styling services, including virtual consultations and styling recommendations via digital platforms.
- Support healthy assortment initiatives by staying updated with the latest fashion trends, reviewing sales metrics, and communicating cross-functionally with buying and planning teams.
- Enhance brand reputation by strategically delivering impactful styling experiences and messaging that elevates public perception and increases customer loyalty.

### Content Creator

2/2024- Present

Self Employed

- Achieved a 15% improvement in campaign performance by curating and managing social media content across platforms, aligning with regional goals to boost engagement.
- Grew followers by 50% within first 6 months by conducting market research and analysis to support content development.
- Boosted brand awareness by 25% through collaboration with fellow influencers and brand partnerships.

### Personal Stylist

10/2021 – 2/2024

Freelance

- Drove sales growth by 25% increase each quarter, through curation of personalized shopping experiences that resonated with clients’ styles and boosted their confidence.
- Supported healthy business growth by developing social media copy and coordinating assets to align with brand voice and goals.
- Increased new customers by 15% each quarter and boosted overall engagement by 30% through targeted campaigns and content curation.



## Senior Stylist

02/2019 – 02/2022

Stitch Fix

- Consistently maintained customer retention around 93% by styling over 100 clients each week through delivering personalized wardrobe solutions that aligned with individual preferences and lifestyle needs.
- Boosted engagement and conversions by 25% by supporting promotional efforts through creating marketing materials and social media content.
- Elevated brand presence and recognition through assisting with event logistics, including vendor coordination, guest list management, and on-site support.

### ADDL PROGRAMS & SKILLS

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- **Communication:** Excellent written and verbal communication, experience in copywriting and digital marketing.
- **Technical Proficiency:** Proficient in a range of software from Canva, Later, Squarespace, Adobe, Cap Cut, social media platforms, Google workspaces, Microsoft Office, etc.
- **Retail Math:** Understanding of key retail math proficiencies, budgeting, forecasting, and financial analysis.
- **Market Research:** Ability to conduct in-depth research and analysis to identify market trends and opportunities.
- **Data Analysis:** Proficient in using tools like Excel and PowerPoint to analyze data and present findings.
- **Merchandise Planning/Trends:** Ability to plan and curate product assortments that align with brand strategy and customer preferences/ Expertise in identifying and predicting upcoming fashion trends to make informed purchasing decisions.
- **Social Media Management:** Proficient in creating and organizing content for various platforms, with a focus on engagement and growth.