



ISABELLA CLARK

Stylist (Freelancing)

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PROFESSIONAL SUMMARY

Innovative freelance stylist with two years of experience in crafting unique fashion concepts tailored to individual client aesthetics. Expertise in trend forecasting and personal branding allows me to create compelling visual narratives. I thrive on fostering strong relationships and ensuring each client feels confident and stylish, reflecting their personality through curated looks.

WORK EXPERIENCE

Stylist (Freelancing) Jun / 2024-Ongoing
Pineapple Enterprises Santa Monica, CA

- 1. Developed a strong online presence by utilizing social media platforms for marketing and client engagement.
- 2. Maintained a high client retention rate by offering personalized styling services and follow-up consultations.
- 3. Increased retail sales by 20% through strategic product recommendations tailored to client needs.
- 4. Utilized various hair removal techniques, including waxing, to provide comprehensive beauty services.
- 5. Certified in airbrush makeup application, enhancing client experiences for special events.
- 6. Expertly applied semi-permanent eyelash extensions, contributing to a full-service styling offering.
- 7. Styled and arranged merchandise for photoshoots, meeting specific creative objectives set by clients.

Freelance Stylist Jun / 2023-Jun / 2024
Lakeside Apparel Co Chicago, IL

- 1. Provided personalized styling and wardrobe consultations to enhance client aesthetics.
- 2. Executed visual merchandising strategies that elevated brand presentation and client engagement.
- 3. Managed window displays and art acquisitions for a high-end retail environment.
- 4. Specialized in editorial and commercial hair styling for various fashion campaigns.
- 5. Collaborated with notable brands, including Giorgio Armani and H&M, to create impactful visual narratives.

EDUCATION

Associate of Arts in Fashion Design Jun / 2022-Jun / 2023
Fashion Institute of Design & Merchandising Toronto, ON
Completed coursework in fashion illustration, textile science, and styling techniques.

SKILLS



INTERESTS

- Cooking Language Learning
Community Service Music

STRENGTHS

- Courage Ingenuity Gratitude
Teamwork

LANGUAGES



ACHIEVEMENTS

- Increased client retention by 30% through personalized styling consultations.
- Achieved a 25% boost in retail sales by recommending tailored fashion products.
- Successfully styled over 50 clients for events, enhancing their personal style and confidence.