

ISABEL JARVIS

isabeljarvis00@gmail.com | 424-421-4098 | New York | [LinkedIn](#)

SUMMARY

Marketing strategist with experience driving creator partnerships, brand campaigns, and audience growth across fashion, beauty, and lifestyle brands. Skilled in developing cross-platform campaigns, crafting compelling brand narratives, and driving engagement through innovative digital strategies. Known for developing innovative storytelling that drives results across platforms.

EDUCATION

University of Southern California, Los Angeles, CA

Master of Arts, PR & Advertising

Bachelor of Arts, Communication. Minor, Cinematic Arts. Magna Cum Laude

August 2024 – December 2025

August 2018 – May 2022

PROFESSIONAL EXPERIENCE

Fabletics, Los Angeles, CA

Strategist, Social Media

September 2022 - June 2024

September 2023 - June 2024

- Created integrated social media strategies and partnered with the Creative and Brand Partnerships team for monthly activewear collection drops.
- Analyzed social media metrics by using analytical tools to create internal marketing and competitor reports which influenced the decision-making processes of key stakeholders.

Coordinator, Social Media

September 2022 – August 2023

- Launched collaboration posts, influencers, and video content as standard-of-practice for conducting giveaways on Instagram, increasing reach by 40%, doubling followers, and quadrupling average post engagement.
- Incorporated notable pop culture figures, such as Jamie Lee Curtis, into our content strategy to appeal to Facebook's Gen X audience, tripling Fabletics's reach and increasing engagement rate by 60% month over month.
- Led the idea generation process, asset creation, and strategic scheduling of social media campaigns for high-profile collaborations with Kevin Hart, Khloé Kardashian, Vanessa Hudgens, and Normani.
- Integrated underperforming products from the Vanessa Hudgens collection into a Halloween costume inspiration TikTok, which received 10x more views than our monthly average. This video is now used as an example by the Marketing Acquisition Team when designing social media strategies for all celebrity campaigns.
- Strategized the Khloé Kardashian partnership announcement on social media, which garnered 12.5K engagements and reached 300K+ accounts on Instagram within 48 hours. This was Fabletics' highest engaged with social content in 2023.

PURPLE PR, Los Angeles, CA

June 2022 – August 2022

Beauty Intern

- Led a team of five interns to plan and execute the Christian Cowan X Smashbox Pride collection event at the Christian Cowan flagship store in Soho.
- Selected various gender-neutral makeup looks from the collection to be showcased at the event and assembled 250 personalized gift bags for tier-one influencers (including rapper Dave East, and YouTuber Ellie Thuman); over 100 Smashbox pride makeup kits were sold at the event.
- Created a mock holiday launch campaign for the Smashbox festive holiday collection, including product pitch timeline, selecting influencers, mailers, budget, and event planning.

CREATIVE LABEL, Los Angeles, CA

May 2021 – June 2021

Junior Creative Direction Associate

- Pitched a new strategy of teasing the upcoming launch of Nativia Spa's new product with a countdown teaser and an Instagram reel, providing viewers with an exclusive look behind the scenes of the shoot. The teaser content received double the engagement compared to previous product launches.

ACHIEVEMENTS

Master of Arts, PR & Advertising, *University of Southern California*

- Research Assistant under the direction of Professor Carrington & Project Associate Award: Scholarship.

Spec Magazine PR Team Member, *University of Southern California*

- Grew the social media presence by 500 followers in a month.

ABOUT ME

- Volunteered with Child's Dream for 10+ years, teaching English to 70+ students across five schools in refugee camps in Thailand and Myanmar. Passionate about children's education and driving equitable access to learning.
- Languages: Fluent in French