

Isabella Stryker

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EDUCATION

Southern Methodist University

Dallas, TX

Dedman College of Humanities and Sciences

May 2026

Bachelor of Science, Economics with Financial Applications

Meadows School of the Arts

Bachelor of Arts, Fashion Media

Affiliations: Member, Pi Beta Phi Fraternity for Women (Texas Beta)

WORK EXPERIENCE

House of Arella

Remote

Content Manager

March 2026 - Current

- Retained as sole social media consultant for an artisanal luxury handbag atelier (\$1,000+ price points); delivered brand brief, voice guidelines, and visual identity within the first month.
- Audited 12 months of Instagram via Later analytics and built a five-pillar content strategy with posting cadence, captions, and monthly workflow — reducing founder time on social.
- Developed Instagram/Meta ad targeting strategy (segmentation, lookalikes, budget allocation); leading concurrent website redesign to enable content-to-revenue attribution.

ReSupply

Boston, MA

Marketing & Sales Intern

June 2025 - Current

- Retained as remote contractor through senior year following full-time summer internship; report directly to the VP of Growth at this B2B/B2C donation logistics marketplace.
- Built and launched a B2B realtor acquisition campaign: segmented 2,000+ leads and deployed email sequences achieving a 39% average open rate, onboarding the first partner accounts.
- Authored and published 29 SEO-optimized blog posts, owning ReSupply's editorial calendar and keyword strategy to drive organic traffic and top-of-funnel leads.

Sai Sankoh

Dallas, TX

Brand Strategy Intern

February 2025 - May 2025

- Conducted an ABC inventory analysis of 2,000+ SKUs for a luxury kaftan brand using Shopify reports and Excel, identifying slow-moving and high-velocity stock to guide promotional strategy.
- Designed and executed targeted sales campaigns on aging inventory based on the analysis, contributing to ~30-40% sell-through of targeted stock within weeks of launch.
- Led a full reorganization of the inventory room and built a recurring quarterly ABC workflow, giving the founding team an ongoing system for managing aging stock and cash flow.

LEADERSHIP & COMMUNITY SERVICE

SMU LOOK

Dallas, TX

Digital Director

June 2024 - Present

- Promoted twice in one year at SMU's student-run fashion publication; lead 10 writers plus a direct-report Assistant Director, coordinating with 20+ staff across social and graphics teams.
- Led summer 2025 website redesign, driving creative and editorial direction across 6 content sections and 15+ sub-categories — now live at smulook.com.
- Championed the launch of affiliate marketing (ShopMy) across editorial content, partnering with writers to integrate monetized links and establish a new long-term revenue stream for the publication.

ADDITIONAL SKILLS

Computer: Microsoft Office Suite (Powerpoint, Excel, Word), Google Workspace (Slides, Sheets, Docs), Salesforce, WordPress, HTML, Adobe Creative Suite, Photoshop. Certified in Google Analytics.

Platforms: Social Media Management (Instagram, Pinterest, TikTok, Facebook) CapCut.

Interests: Pilates, Hiking, Horse-Back Riding, Reading (Adventure, Sci-Fi), Major Foodie, Traveling.