



ISABELLA BERKOFF

SOCIAL MEDIA & EMAIL MARKETING

Passionate Social Media & Email Marketing Specialist with a knack for crafting engaging brand stories and driving impactful campaigns. Proficient in leveraging influencer partnerships, content creation, and data-driven strategies to boost brand visibility and engagement. Eager to take on new challenges and continue driving meaningful results in the dynamic world of digital marketing.

EXPERIENCE

SOCIAL MEDIA & EMAIL MARKETING SPECIALIST ifiGOURMET & ifiGOURMET Provisions - Gurnee, IL (08.2021 - Present)

- Developed and led influencer program, including prospecting, contracts and negotiations, invoicing and campaign management, generating over \$32K in direct sales across 3 partnerships in less than 2 years.
- Created and maintained paid and organic social media content calendars based on brand's relevant passion points and business goals, driving engagement, visibility, loyalty and brand awareness while aligning social efforts with overall brand objectives.
- Executed email marketing campaigns across both brands, generating over \$83K in direct sales from ifiGOURMET Provisions campaigns alone with a 32% open rate.
- Developed measurement and reporting structure for program performance to evaluate and demonstrate the impact of influencer program and social media campaigns, and advise on future optimizations to meet business goals.
- Managed content and copy for blog posts and recipes on ifigourmet.com and ifiprovisions.com.
- Produced styled photography for social media, website, and print materials.
- Assisted with website updates, including product pages, homepage images, and more.
- Oversaw community management, assisted with customer service inquiries, and supervised marketing interns.

SOCIAL MEDIA & DIGITAL MARKETING SPECIALIST Wurth Essentials - Vernon Hills, IL (02.2021 - 07.2021)

- Drove strategy and content across all social platforms, focusing on increasing brand awareness, sentiment, and overall channel growth.
- Managed content creation and publishing for social media, email marketing, and blog posts including photography, graphic design, and print assets.
- Redesigned website to align with brand aesthetic and managed updates.
- Worked with influencers, marketing partners, and retailers to increase brand awareness.

SOCIAL MEDIA MANAGER & CONTENT CREATOR Adrenaline Special Events - Palatine, IL (04.2019 - 05.2020)

- Created engaging content for social media and email campaigns, supporting product launches and events.
- Collaborated with videographers and influencers to create relevant content for social channels.
- Oversaw substantial growth of social media presence, including a 3x increase in Instagram following.
- Designed digital and print marketing assets, merchandise, and photographed events.
- Managed multiple marketing interns and provided customer service.

SOCIAL MEDIA MARKETING INTERN Crate & Barrel Headquarters - Northbrook, IL (04.2018 - 12.2018)

- Managed content creation and publishing across all social platforms for Crate & Barrel, Crate and Kids and Crate Wedding, reaching 1.7 million Instagram and 1.3 million Facebook followers.
- Created Crate Design Studio mood boards and designed assets for organic and paid social.
- Led image selection and layout of in-store UGC gallery feature, enhancing #CrateStyle.
- Created and optimized Crate Blog posts, including formatting and design updates.
- Coordinated 20 influencer relationships including invoicing, product requests, and contracts.
- Analyzed social media data, identified opportunities for content optimization, and monitored trends, including SEO.
- Collaborated with merchandising teams to choose products for social posts based on business needs and analysis of category performance.

SKATE GUARD, SCOREKEEPER, VOLUNTEER HOCKEY COACH

Northbrook Sports Center, Glenview Ice Center (11.2015 - 05.2019, 03.2020)

FASHION MARKETING & DESIGN INTERN

Ella Louvi - Glenview, IL (06.2014 - 12.2014)

BARISTA

Starbucks Coffee Company - Glenview, IL (06.2012 - 12.2014)

CONTACT

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SKILLS

- Social Media Management
- Content Creation & Strategy
- Influencer Marketing
- Copywriting
- Brand Development
- Project Management
- Email Marketing
- Photography

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

B.F.A. Fashion Marketing & Management
Minor Concept Art for Games
Class of 2017

SCHOOL OF THE ART INSTITUTE OF CHICAGO (SAIC)

Major in Fashion Design

GLOBAL BUSINESS STUDIES & CORPORATE SOCIAL RESPONSIBILITY

BITC Ireland, Summer of 2015

CERTIFICATIONS

Google Analytics Essential Training
LinkedIn Learning, June 2020

Strategy of Content Marketing
University of California, Davis - Coursera

HONORS & AWARDS

B.F.A. cum laude
Achievement Honors Scholarship
Student Incentive Scholarship
Academic Honors Scholarship
Dean's List (SCAD)
Merit Scholarship (SAIC)

REFERENCES

Available upon request.