

Isabella Augustine

Madison, WI | isabellaaugustine3@gmail.com | 818-912-8476

EDUCATION

Bachelor of Science in Consumer Behavior and Marketplace Studies • *Certificates: Entrepreneurship and Digital Studies*
University of Wisconsin-Madison • Expected Graduation: May 2025

PROFESSIONAL EXPERIENCE

Range Media Partners | Santa Monica, CA

Shadow | January 2025 - Present

- Shadowing the Head of Data and Insights at Range Media Partners, a talent representation agency spanning film, TV, sports, music, digital, and more, conducting weekly case studies on brands, evaluating their core demographics, social media presence, and competitive landscape to identify growth opportunities.

The A-List | Beverly Hills, CA

Marketing Intern | June 2024 - August 2024

- Provided comprehensive support for **25+** high-profile brands, including Ritual, Seed, OSEA, ILIA, and Reformation, ensuring seamless showroom operations and brand representation.
- Compiled weekly and monthly showroom performance reports and tracked seeding numbers, placements, and impressions.
- Conceptualized a targeted campaign for Damson Madder. Crafted a seeding package, identified **40** key influencers and celebrities, and presented the strategy to the Brand Partnerships team.
- Coordinated inventory, restocking, and showroom upkeep to maintain a polished space for talent and clients.
- Guided talent through showroom tours, provided positive experiences and strengthened brand partnerships.
- Spearheaded PR package distribution and managed logistics from packaging to final delivery.

SOCIAL STUDIES, INC. | Remote

Brand Development Intern | June 2023 - December 2023

- Built targeted talent and influencer seeding lists for **30+** paid campaigns for brands, including Revlon, Pinterest, ZAGG, and Panera.
- Collaborated on **20+** campaign new business proposals, providing trend forecasts, talent recommendations, and content strategies to secure future clients.
- Created a master list of **450+** influencers across various niches to streamline future campaign planning.
- Participated in weekly brainstorming sessions, sharing social trends, emerging talent, and innovative ideas for campaigns.

MEDIAPLACEMENT ENTERTAINMENT, INC. | Burbank, CA

Marketing Intern | May 2022- August 2022

- Built targeted talent and influencer seeding and invite lists for **30+** brands, including UPPAbaby, Pinkberry, and Don Julio.
- Tracked organic placements from targeted seeding initiatives and compiled comprehensive recaps for brands.
- Coordinated planning for **3** events, showcasing brand products to media companies for future placement opportunities.
- Created and posted organic social content for the agency's Instagram, Facebook, and LinkedIn.

SKILLS

Influencer Sourcing, Influencer & Creator Management, Social Media, Content Creation, Campaign Strategy, Brand Storytelling, Cross-Functional Collaboration, Adaptability, Problem-Solving, Detail Oriented

TECHNOLOGIES

Adobe Creative Suite (Audition, Dreamweaver, Photoshop), Asana, Canva, Creator IQ, Dovetale, Google Workspace (Docs, Sheets, Slides), Microsoft Office Suite (Word, Excel, PowerPoint)