

Writer-creator with a passion for the off-beat and on-trend

COMMUNICATIONS EXPERIENCE

- **FORBES MEDIA** (February 2020 - PRESENT): CARD-BASED STORYTELLER
Edits 5-7 Forbes articles a week to suit Google Stories' short-form card-based storytelling format. Identifies the key takeaways from each article and connects them in engaging and informative ways.
- **WOLFE AGENCY** (September 2020 - PRESENT) — CONTENT INTERN
Serving as a writer and editor for the millennial woman-focused creative agency; researched and wrote 5 blog posts and an eBook on millennial habits, in addition to editing other writers' work for brandvoice and style.
- **FORBES MEDIA** (June 2019 - January 2020) — EDITORIAL INTERN
Wrote 7-10 style + beauty articles a week for the Lifestyle team; Managed a team of 10+ freelance writers; Wrote the weekly eCommerce newsletter (13k subscribers), highlighting timely articles through witty copy and strong visuals; Tweeted an average of 40 times a day, 4 days a week on ForbesLife's Twitter; Trafficked the team's 100+ Black Friday eCommerce stories.
- **THE DORCHESTER REPORTER** (May - August 2018) — EDITORIAL INTERN
Photographed and wrote tens of news and lifestyle articles — 80% of which were front page stories — for an award-winning local paper in Boston's largest and most diverse neighborhood.
- **THE GEORGETOWN VOICE** (October 2016 - May 2019) — 3x FASHION ISSUE COPRODUCER; 3x PODCAST COHOST; 2x PHOTOGRAPHY & MULTIMEDIA EDITOR; 2x ASSISTANT MANAGER OF ACCOUNTS & SALES
Conceptualized, styled, organized and directed three issues of the annual Fashion Issue. Co-hosted a podcast which socio-analyzed the ways identity is manifested and presented through style + sexuality. Directed photo shoots; connected photo-/videographers with writers; orchestrated an equipment overhaul; and brainstormed new ways to develop the Voice's visual identity.

RETAIL AND BUSINESS EXPERIENCE: Turn page.

ISABEL LORD

RESUME.2020

RETAIL AND BUSINESS EXPERIENCE

- **WALLER & WOOD** (February - May 2018) — INTERN

Served as an assistant to artist-designer Carole Waller. Worked on set for Waller's annual photoshoot by styling, organizing and cleaning products. Transported product and set up Waller's booth at MADE London, a three day-long tradeshow for independent designers.

- **KALEIDOS** (January - May 2017) — INTERN

Wrote customer follow-ups and logged inventory for this consciously-made and vintage clothing store. Researched and interviewed creatives, such as the then-e-Commerce editor of Barneys NY, for the store blog. Accompanied the company owner on buying trips to vintage outlets and the MAN/WOMAN trade show in New York. Set-up pop-up shops.

- **ORIGINAL PEACE TEES** (June 2016 - PRESENT) — CO-FOUNDER

Co-founded a peace-promoting t-shirt company. Built the website and directed product photoshoots. Successfully vended at New England's largest open market, which involved designing, ordering and printing 150 t-shirts, business cards, stickers and a banner with less than a week's notice

EDUCATION

- **GEORGETOWN UNIVERSITY** (September 2015 - May 2019) English Major, Art Minor

Developed as a writer and creator by taking some of the most challenging courses available on-campus, and, off-campus, by working as a sales associate, intern and consultant for independent retailers and concept stores.

- **DEXTER-SOUTHFIELD SCHOOL** (September 2002 - May 2015)

Graduated prima, with awards in English and the arts, and was voted Valedictorian by the graduating class. Developed as a leader as a student Vice President; as multi-year captain of the tennis and curling teams; as co-President of the Creative Writing Club; and as one of the first student docents at Boston's Museum of Fine Arts.