

# Sophie Arquette

## Public Relations Specialist

Motivated and solution-oriented public relations specialist with 2+ years of experience. Eager to join Ralph Lauren to assist in shaping the brand's strong image and developing the PR strategy. In previous roles secured editorial product placements in 20+ high-fashion magazines.

### Experience

2016 -	<b>Public Relations Specialist</b>
2018	<i>Bottega Veneta</i>
	<ul style="list-style-type: none"><li>Managed sample requests for editorial opportunities in the US.</li><li>Developed key relationships with national and regional womenswear and menswear contacts.</li><li>Acted as brand representative at seasonal press days to interact with key attending editors.</li><li>Prepared and distributed press releases.</li><li>Liaised with corporate communications team for events and product launches.</li><li>Oversaw seasonal freelancer support for sample requests, day to day sample trafficking and reporting.</li></ul>
	<b>Key achievements:</b> <ul style="list-style-type: none"><li>Secured editorial product placements in 20+ print and online fashion magazines, including Vogue, Harper's Bazaar, Elle, L'Officiel, and W.</li><li>Organized 10+ seasonal collection walkthroughs with design, marketing, advertising, and editorial teams.</li></ul>
2016-06 -	<b>Public Relations Intern</b>
2016-10	<i>Balenciaga</i> <ul style="list-style-type: none"><li>Assisted with domestic and international sample trafficking.</li><li>Participated in media research projects.</li><li>Supported event preparation and execution.</li><li>Maintained showrooms.</li><li>Monitored credits and features in print and online media.</li></ul>

### Education

2016	<b>Bachelor of Arts, Public Relations, USC Annenberg School for Communication and Journalism, LA</b>
	GPA: 3.9
	<b>Relevant coursework:</b> <ul style="list-style-type: none"><li>Effective Writing for Strategic Public Relations</li><li>Social, Legal, and Ethical Foundations of Public Relations</li><li>Business and Economic Foundations of Public Relations</li></ul>

### Associations

- Public Relations Society of America (PRSA)—Member
- Toastmasters International—Accredited Speaker

### Interests

- Fashion photography
- Modernist painting

### Personal Info

#### Phone

+1-299-456-7888

#### E-mail

sophie.arquette@gmail.com

#### LinkedIn

linkedin.com/in/sophiearquette

#### Twitter

twitter.com/sarquette

### Skills

Oral and written communication



Time management



Media outreach



Media relations



Brand management



CMS platforms



Social media marketing



### Languages

French



Bilingual

Italian



Advanced