

# Sophie Arquette

Public Relations Specialist

## 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

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 -

2018

### Public Relations Specialist

*Bottega Veneta*

- Managed sample requests for editorial opportunities in the US.
- Developed key relationships with national and regional womenswear and menswear contacts.
- Acted as brand representative at seasonal press days to interact with key attending editors.
- Prepared and distributed press releases.
- Liaised with corporate communications team for events and product launches.
- Oversaw seasonal freelancer support for sample requests, day to day sample trafficking and reporting.

#### Key achievements:

- Secured editorial product placements in 20+ print and online fashion magazines, including Vogue, Harper's Bazaar, Elle, L'Officiel, and W.
- Organized 10+ seasonal collection walkthroughs with design, marketing, advertising, and editorial teams.

2016-06 -

2016-10

### Public Relations Intern

*Balenciaga*

- Assisted with domestic and international sample trafficking.
- Participated in media research projects.
- Supported event preparation and execution.
- Maintained showrooms.
- Monitored credits and features in print and online media.

## Education

2016

### Bachelor of Arts, Public Relations, USC Annenberg School for Communication and Journalism, LA

GPA: 3.9

#### Relevant coursework:

- Effective Writing for Strategic Public Relations
- Social, Legal, and Ethical Foundations of Public Relations
- Business and Economic Foundations of Public Relations

## Associations

Public Relations Society of America (PRSA)—Member

Toastmasters International—Accredited Speaker

## Interests

Fashion photography

Modernist painting