

Sophie Arquette

Public Relations Specialist

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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

Skills

Oral and written communication	■■■■■
Time management	■■■■■
Media outreach	■■■■■
Media relations	■■■■■
Brand management	■■■■■
CMS platforms	■■■■■