

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.

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

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|---------|--------------------|
| French | ■■■■■ Bilingual |
| Italian | ■■■■■ Advanced |

Experience

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| 2016 - 2018 | Public Relations Specialist <i>Bottega Veneta</i> <ul style="list-style-type: none">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: <ul style="list-style-type: none">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 <i>Balenciaga</i> <ul style="list-style-type: none">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

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

Public Relations Society of America (PRSA)—Member

Toastmasters International—Accredited Speaker

Interests

Fashion photography

Modernist painting