

# 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 - 2018	<b>Public Relations Specialist</b> <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 - 2016-10	<b>Public Relations Intern</b> <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>
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## Associations

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

## Interests

- Fashion photography
- Modernist painting

## Personal Info

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<b>LinkedIn</b> linkedin.com/in/sophiearquette
<b>Twitter</b> 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