

Sofia Petrova

British | Female | 23 years old

Target MSc: Luxury Management & Fashion

PROFESSIONAL EXPERIENCE

PR & Communications Intern - Hermès (HQ), Paris June 2024 - Present.
Coordinating the "Le Monde d'Hermès" international magazine distribution; managing press relations with 30+ editors across the EMEA region.
Retail Intern - Chanel, Hong Kong 2023.
Assisted the boutique manager in VIP clienteling and showroom inventory management.

EDUCATION

Bachelor in Business Administration, ESSEC Business School 2021 - 2024.
Specialized in Luxury Brand Equity.
GPA: 3.9/4.0.

SKILLS

Technical: Salesforce CRM, SAP, InDesign, Photoshop, Advanced Excel.

PERSONAL INTERESTS

Classical Ballet, Sustainable Fashion Design, Contemporary Art History.