

# Sofia Petrova

Bulgarian/French | 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.