

**SOFIA I. ROCHER**

235 West 12<sup>th</sup> Street, New York, NY 10014 • (787) 431-9426 • [sirocher6@gmail.com](mailto:sirocher6@gmail.com)

**EDUCATION**

**New York University**, New York, NY

Bachelor of Science in Media, Culture and Communication, May 2011

**American University of Paris**

Spring 2009- Study Abroad Program in Paris, France

**LANGUAGES**

Fluent in Spanish and English. Skills in Intermediate French.

**EXPERIENCE**

**Calvin Klein, Inc.**, New York, NY

*Women's Collection Merchandising Intern* May 2011- Present

Directly assist the VP of Merchandising in preparing collection items, creating merchandising plans, creating and updating price reports, and creating market analysis.

**W Magazine**, New York, NY

*Marketing Promotions Dept. Intern*

January 2011-May 2011

Assist with event execution and the merchandising teams. Compile budget reports, research venues for event production, and on-site event execution.

**Chanel, Inc.**, New York, NY

*Women's Shoe Collection/Events & Training Intern*

September 2010- December 2010

Assist the department with account orders, prepare training and events material, assist account executives and update merchandise stock. Maintain sample closet and collaborating in company events.

**Michael Kors, Inc.**, New York, NY

*Women's Collection Sales Intern*

January 2010- May 2010

Manage samples, assist the department with market preparation, check wholesale account orders update and assist account executives at local trunk shows.

**The New York Observer**, New York, NY

*Marketing Dept. Intern*

September 2009- December 2009

Assist the marketing department in distribution, event planning, and ad sales. Organized seating charts, contacted advertisers, created distribution lists.

**VOLUNTEER EXPERIENCE**

**ING New York City Marathon**, New York, NY

November 2008

Served as a volunteer for the entertainment department of the marathon. Oversaw supplies and efficiency of operations.

**New York Mets Marketing Department**, New York, NY Sept. 2007, May 2008

Helped in the research of fan preferences before and during home games by talking to fans about parking, concessions, and ticketing methods.