

SOFIA I. ROCHER

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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.