

SOPHIA DAVIS

Powell, OH

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Portfolio: <https://sdavis525.github.io/devPortfolio/>

Objective:

To obtain the Director of Career Services position at Columbus State Community College, leveraging my extensive marketing experience and leadership skills to drive student success and create strategic partnerships within the community.

Education:

Master of Science in Marketing and Communications, Franklin University, 2020

Bachelor of Arts in Family and Child Development, The University of Akron, 2016

Professional Experience:

Community Marketing Manager

LA Fitness, September 2020–December 2022

- Developed and executed successful community engagement strategies to increase brand awareness and drive revenue growth.
- Led the development and implementation of marketing campaigns, including social media, email marketing, and content marketing.
- Designed and created engaging visual content for social media and web platforms.
- Collaborated with cross-functional teams to drive lead generation and customer acquisition.
- Conducted market research and analysis to identify target audiences and key competitors.
- Managed the budget for community marketing initiatives and ensured timely and effective delivery of marketing initiatives.
- Analyzed campaign performance and provided regular reports to management.

Marketing Assistant

Franklin University, February 2018—August 2020

- Assist in the development and execution of marketing plans to promote university services
- Create and manage social media campaigns across multiple platforms
- Collaborate with other departments to develop content for university website and other marketing materials
- Conduct market research and analyze data to identify opportunities for growth
- Support the planning and execution of events and promotional activities
- Coordinate with vendors and suppliers to ensure timely delivery of marketing materials
- Monitor and report on the effectiveness of marketing initiatives and campaigns
- Provide administrative support to the marketing team as needed

Sales and Marketing Associate

Germain Mercedes Benz, August 2016— January 2018

- Generated leads and acquired new customers through outbound sales and marketing activities.
- Collaborated with marketing team to develop and implement marketing campaigns.
- Designed and created marketing collateral, including sales sheets and presentations.
- Conducted market research and analysis to identify potential customers and market opportunities.
- Developed and maintained relationships with existing customers.

Career Services Assistant

The University of Akron, Sep 2014 — May 2016

- Assisted with scheduling appointments for career counselors and maintaining the department's calendar.
- Coordinated and assisted with the organization of career events and job fairs.
- Managed the office's email and phone communications, responding to inquiries from students, alumni, and employers.
- Assisted with maintaining and updating job postings and resumes in the career services database.
- Conducted outreach to employers and organizations to promote job opportunities and partnerships with the school.
- Collaborated with other departments within the school to ensure students are aware of career services resources and events.
- Provide general administrative support to the Career Services team as needed.

CERTIFICATIONS:**Web Development: The Ohio State University, July 2022**

- A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node.js, MySQL, MongoDB, Express, Handelbars.js, and ReactJS.