

Sofia Beck

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SUMMARY

Creativity over everything based marketer. Specializes in building customer/business relationships through content creation and direct-to-customer ad campaigns. Experience in managing a boutique through hiring, visuals, inventory counts, inventory checks, scheduling, training, and ample charisma in customer service.

EDUCATION

Fashion Marketing and Management B.F.A.

Savannah College of Art and Design / Savannah, GA / June 23'

- Dean's list A student.
- Focus in Sustainability

EXPERIENCE

Tiktok Social Media **Internship**

URBODY / Los Angeles, CA / June 22' - Nov 22'

- Produced interesting and informative content, resulting in increased shares and followers.
- Kept management informed with reports highlighting emerging trends and current activities.
- Implemented targeted social media strategies and specific campaigns to enhance reach.

Lingerie Designer **Owner** *sofiabeck.com*

Sofia Beck Lingerie / Savannah, GA / Jan 21' - Present

- Cross platform marketing creator; Tiktok & Instagram
- Product designer, seamstress, and customer fulfillment
- Slow fashion focus using secondhand textiles to create sexy, custom, lingerie.

Boutique **Assistant Manager**

Copper Closet / Savannah, GA / Jan 21' - Oct 21'

- Helped the district manager run smooth operations by independently handling day-to-day requirements.
- Improved customer relations, maintained brand loyalty, and recaptured lost revenue opportunities by smoothly handling escalated problems.
- Maintained operational performance by handling opening and closing tasks.
- Gathered revenue data for budget development and financial forecasting.
- Was in charge of recruiting, training, and professional development efforts.

SKILLS

Analytics reporting

Timeline preparation

Customer feedback tracking & Customer service

Branding support

Content development