

Sophie Berry

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10643 S Erie Ave Tulsa, Oklahoma, 74137

London, England

EDUCATION

University of Oklahoma

Norman, Oklahoma

Bachelor's Degree: International Business and Management Information Systems

May 2022

Minor in Chinese

Overall GPA: 3.91/4.0

Relevant Courses: Cross Cultural Issues of Management, Principles of Marketing and Management, Business Communications, Business Data Analytics, Business Programming Languages, Databases

Academic Project Experience:

Marketing Strategy, Principles of Marketing

- Created a marketing plan for the improvement of Autonomous Trucks
- Assessed the marketplace and researched target markets
- Implemented a branding and positioning strategy to excel Autonomous Trucks

CIEE Global Internship Program

London, England

Student Intern

May 2022 - August 2022

INTERNSHIP EXPERIENCE

deadCenter Film Festival

Oklahoma City, Oklahoma

Social Media and Tik Tok Intern

August 2021 - Present

- Create a Tik Tok platform and multiple videos to spread brand awareness
- Gained 4 new sponsors due to the online video presence I have created

SEQTEK

Sapulpa, Oklahoma

Digital Marketing Specialist

May 2021 - August 2021

- Redesigned the SEQTEK website using WordPress Development
- Researched SEO keywords and implemented them into the website
- Created a marketing strategy to understand the target market and angle to approach

WORK EXPERIENCE

Brink Model Management and Eye Management

Oklahoma City and Nashville, Tennessee

Fashion Model

January 2018 - August 2021

- Experienced work in the modeling and photography industry
- Earned multiple different gigs through the agency including editorial work and runway

SKILLS

Languages: English, Chinese (intermediate)

Technical: Proficient in MS Word, Excel, and Powerpoint; Visual Studio Application, Structured Query Language, WordPress Development, C#, HTML, CSS, JavaScript; Social Media platforms include Instagram, Twitter, Facebook, LinkedIn, TikTok

INTERESTS

Music, Film, Videography, Website Design, Fashion