

Sophia Pozzi

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Work Experience

LOCATE Inventory - San Juan Capistrano, CA | locateinv.com

Marketing Specialist, January 2016 to present

- Designed and developed company website
- Create, edit, and launch product training videos
- Maintain and distribute product feature releases on website
- Design, illustrate, and create content for weekly emails based on customer segment
- Manage all social media channels

NICORA Shoes - Los Angeles, CA | nicorashoes.com

Marketing Specialist, September 2015 to January 2016

- Managed all customer correspondence from pre-sale to post-product delivery
- Managed order fulfillment (Avg. 100 orders/week)
- Oversaw product quality control before order delivery to customer
- Designed product packaging collateral and trade show signage
- Prepared and supervised trade show events

Nordstrom - Irvine, CA

Personal Stylist, July 2014 to January 2015

- Leading cross-functional sales stylist who consistently delivered 30% above the store's monthly salesperson quota
- Fostered and maintained a client base that brought in \$60k in sales a month.
- Developed and created brand awareness for Nordstrom retailers by tailoring customer outreach to brands' target audiences
- Analyzed customer feedback to implement a customized, on-site shopping experience

Skills: Adobe Illustrator and Photoshop, Camtasia, WordPress, MailChimp, Salesforce, HTML/CSS, JavaScript, and jQuery

Education

Interaction Design

UCSD via [Coursera](https://www.coursera.org), December 2016 to Present

Front End Web Development

[Thinkful](https://www.thinkful.com), May 2016 to November 2016

Bachelor's of Business and Marketing.

California State University Fullerton, Class of 2013

Dean's List