

Sofia Schölund

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EDUCATION

University of Massachusetts Amherst - College of Social Behavioral Sciences

Bachelor of Science in Managerial Economics, *Minor in Business*

Cumulative GPA: 3.94 - *Dean's List all semesters*

Relevant Coursework: *Industrial Organization, International Trade, Statistics, AI in Economics, Decision Analysis*

Amherst, MA

2026 Candidate

Institut Catholique de Paris

Study Abroad / English-Teaching Internship

Paris, France

January - May 2025

LEADERSHIP AND INVOLVEMENT

Professionalism in Applied Economics Society

Outreach Director

Amherst, MA

January 2023 - Present

- Student-run organization with goals to facilitate academic
- Events ranging from technical Excel and business professionalism seminars to alumni networking opportunities

UMass Isenberg Women in Business Club and Community Service Committee

General Member

Amherst, MA

September 2022 - Present

- Dedicated to facilitating meaningful connections among students to foster both professional and personal support
- Engage in weekly community service activities such as: Amherst Food Kitchen and Letters of Encouragement

EXPERIENCE

Tech-Builder Intern

Wayfair – Creative Operations Team

Boston, MA

June 2025 - August 2025

- Built and optimized internal systems using Airtable, a project management and workflow tool, to support survey collection, onboarding, and marketing-wide operations.
- Led development of an Airtable-powered eNPS survey system, enabling structured feedback loops and data-driven decision-making across the Creative Ops org.
- Analyzed survey data to identify pain points and implemented platform enhancements, resulting in improved project visibility and team efficiency.
- Developed and deployed Airtable automations integrated with Gmail and Slack to reduce manual communications and improve cross-functional alignment.

Customer Service Assistant

John Adam Hall Residential Service Desk

Amherst, MA

August 2024 - Present

- Assist with lock-out, card access, mail distribution, and campus information; ensuring smooth campus operations
- Maintain accurate occupancy records and manage key and access card distribution using Salesforce

Partner Team Intern

OpenSesame Inc.

Remote

June 2024 - August 2024

- Designed and implemented a custom AI-driven website tailored for intern use, enhancing collaboration and streamlining communication within the team.
- Maintained and organized databases, improving data accessibility and integrity for efficient operations
- Coordinated the company's wellness program by facilitating various health and engagement challenges, promoting a positive and supportive work environment.

CERTIFICATIONS, SKILLS, AND AWARDS

Certifications: Accenture Project Management Certificate, CPR, AED, TIPS certified

Skills: Beginner in Swedish and French, Microsoft Office: (Excel, PowerPoint, Word, Access), Google Platforms

Awards: Excellence in Business (Hingham High School, 2022)

Interests/Facts: Skiing, knitting, running, dual-citizen (Sweden)