

SOFIA CONRAD

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EDUCATION

Parsons the New School of Design, New York, NY

Bachelor's in Business Administration, Expected, June 2022

Minor in Sustainable Cities, Expected, June 2022

Dean's List

Cumulative GPA: 3.85

EXPERIENCE

The Butterfly Club, New York, NY

Retail Sales Associate

July 2021 – December 2021

- Displayed merchandise on the sales floor and ensured the store is stocked with all items
- Managed quality communication, customer support, and product representation for each client
- Handled all cash and credit transactions including sales and returns

Minimalist NYC, New York, NY

Digital Marketing Intern

June 2021 – August 2021

- Researched and contacted social media influencers and brands for potential partnerships
- Drafted posts, stories, and captions on Instagram for several campaigns
- Conducted deliveries for supplies essential to product development, such as fabrics

Tropic of C, New York, NY

Community Manager

September 2019 – May 2021

- Engaged in correspondence with an average of 25 customers per day to address general customer inquiries, resolved solutions to customer service issues, and provided up-to-date knowledge of sales and promotions
- Processed claims for order returns and issued replacement products
- Launched and directed pop-ups in Miami, FL, performing all retail duties, including cashier work, restocking, customer communication, and display of new swim collections

Social Media Intern

June 2019 – May 2021

- Handled social media for the brand and uploaded customer photos to the product page.
- Assisted in the editing of images included in company subscription emails.

Jazmin Chebar, Buenos Aires, Argentina

Intern

June – July 2016

- Observed and participated in innovation meetings for new product lines and marketing strategies

SKILLS

Native proficiency in English and Spanish.

Skilled in Microsoft Office and Google Drive: Word, Excel, PowerPoint.

Proficient in Adobe Illustrator; knowledge in Photoshop.

Customer service, management skills, leadership, and time management.