

Sophia Peterson

San Mateo, CA, 94403
(650)-346-0012
sophiapeterson01@gmail.com

SUMMARY

An organized and highly creative professional with proven work ethic and excellence in social media platforms. Has immense skill in multi-tasking, along with working both independently and in teams. A detail-oriented and reliable individual. Passionate about writing, mass media, and marketing. Looking to utilize my skill set to gain further experience in the media and marketing field.

EDUCATION

California State University, Chico, Chico, CA

August 2016 - May 2018

San Jose State University, San Jose, CA — *Bachelors of Science in Communication Studies*

August 2018 - PRESENT | Expected graduation: Spring 2020

GPA: 3.9

PROFESSIONAL EXPERIENCE

Galletta Educational Services, San Francisco Bay Area, CA — *Administrative Media Assistant*

September 2018 - PRESENT

- Oversee and market social media accounts, including Facebook and Instagram - Posting creative and educational blogs daily
- Complete and present research on business' strategy
- Manage accounts payable and receivable

The Counter, San Mateo, CA — *Brand Ambassador*

June 2017 - PRESENT

- Promote a positive image of the company
- Attend several events for the purpose of marketing our company's products to the public
- Distributed over 400 company cards, at a Stanford held event, bringing in new clientele
- Was promoted through proving dedication and solid performance as a 3 year employee

The Counter, San Mateo, CA — *Server*

June 2016 - PRESENT

- Multi-task proficiently in a fast-paced industry
- Communicate professionally with staff, management, and public
- Recruited and trained several new employees
- Numerous accolades for 1st place of highest average sales

PROJECTS

"Level Up" Logistics Team Marketing Project (Marketing Lead):

A team of individuals working to promote a large, professional event in San Francisco for multiple musicians (August 2019). As the marketing lead it is my task to: publicize through social media platforms, contact venues, generate original digital flyers, and run ad analytics.

SKILLS

Excellent Creative/Academic Writing
Extensive Scholarly Research
Customer Satisfaction
(Social Media) Marketing, Branding, and Creativity
iMovie, Google Docs/Slides/PowerPoint
Search Engine Optimization (SEO)

INTERNSHIPS

Inception Marketing Intern:

June 2019 - PRESENT

- Market amongst several social media platforms while engaging influencers of E and Icommerce/tech and future prospects of the company
- Create organizational structure of overarching projects on drive and manage marketing media calendar
- Engage in active email marketing
- Research/reach out to publications for collaborative features (SEO and backlinking strategy)

AWARDS/HONORS

Phi Kappa Phi Honor Society & Dean's Honor Roll: Initiated into the National Honor Society which recognizes excellence of academic standing in higher education (2019).

Most Contributing: Chico State's Dance Team awarded me for "outstanding performance and dedication" in regards to contribution towards meetings and campus advertising, as an active member for 1 year.

ACTIVITIES

The Braven Accelerator (Google):

August 2018 - December 2018

- Fellow based on leadership ability
- Developed skills such as managing, effective communication, and problem solving
- Created a career timeline to stay on track in pursuing goals.
- Participated in a **Capstone Challenge** which included solving a large company-wide issue for *Credit Karma*
- Engaged in empathy based research, created a physical action plan, and presented work to panel of *Credit Karma* executives.

