

CONTACT ME

-  Athens, GA 30605
-  sofie@sofiewood.com
-  www.sofiewood.com
-  @sofiewood

EDUCATION

University of Georgia

M.S. in Financial Planning, Housing, & Consumer Economics

May 2023

B.S. in Fashion Merchandising General Business Minor

May 2022 Summa Cum Laude

INDUSTRY SKILLS

Shopify
CAD Kaledo
Talech Software
LBrands Sales Systems

CAMPUS INVOLVEMENT

Case Study Applicant
Fashion Scholarship Fund

Vendor Relations
Couture a la Cart

Undergraduate Teaching Aide
Retail Planning & Buying

University Student Ambassador
National Retail Federation

Events & Styling Committees
Student Merchandising Association

Student Discipler & Freshman
Small Group Leader
Wesley Foundation

CERTIFICATIONS

Strategic Thinking
LinkedIn Learning

Product Management: Building a
Project Roadmap
LinkedIn Learning

SofieWood

RELEVANT EXPERIENCE

Social Media & Marketing Manager May 2022 - Present

Sun House Children's Boutique | Athens, GA

- Increased customer interactions through the implementation of Reels and interactive content on social media.
- Developed monthly email marketing and social media plans to upkeep customer relations.
- Expedited shipping and packaging processes by 300%.

Data Science & Social Media Intern May 2021 - Present

Perazim Boutique | Sugar Hill, GA

- Inspected and reported damaged clothing in shipments.
- Developed merchandising plans and analyzed data for social media, email, online, and brick-and-mortar that drove weekly sales.
- Selected 50+ styles at Mart for fall and winter collections.
- Managed boutique during operating hours 4 days a week.
- Expedited and recovered inventory upkeep weekly.

Retail Sales Analyst March 2020 - Present

Bootlikker Hot Sauce | Jefferson, GA

- Forecasted sales for 10+ annual festivals.
- Managed sales and promotion at vendor booth for 2,000+ patrons.

Sales Associate May 2019 - January 2022

Bath & Body Works | Snellville, GA; Athens, GA

- Operated cash registers and facilitated shipment and selling methods in a fast-paced environment.
- Exceeded daily sales goal of \$9,000-\$50,000 by 200% on peak days.
- Answer questions regarding merchandise to customers during high traffic periods of the day.

RELEVANT COURSEWORK

6 Month Buying Plan Project

Retail Planning & Buying

- Formulated line, size, color, and pattern distributions for a planned budget of \$35,206 for the season.
- Developed a merchandise buying plan and assortment plan for the budget provided.

Omnichannel Retail Strategy Project

Retailing Apparel & Textiles

- Mock developed a seamlessly integrated multichannel retail company based on a given demographic, profile, and geographical location.
- Formed a website pitch depicting the retail company, the customer, and the connections between the two.