

Sophie Bogni

Boston, MA

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SUMMARY

Dependable, self-driven and organized marketing major looking to secure a position in the marketing industry that allows me to advance my skills, knowledge and collaboration. Skilled in high-pressure environments and adaptable to quick change.

EDUCATION

College of Charleston- Bachelor of Marketing

Charleston, SC - May 2026

Relevant Courses: Marketing Concepts, Digital Marketing, International Brand Management

Spring & Fall 2024 Dean's List - 3.5 GPA

Study Abroad - Florence, Italy - Spring 2025

EXPERIENCE

PR & Influencer Marketing Intern | Wave Collective

Boston, MA | June 2025-Present

- Assist with campaign execution, including event coordination, post-event reporting, and collaborating across PR and influencer initiatives.
- Assist with monitoring media coverage, maintaining media and influencer lists, conducting client and competitor research, and contributing creative ideas for pitches and campaigns.
- Identify relevant opportunities and improve campaign strategy by staying current on media, social trends, and influencer content across all platforms.

Sales Associate | Two Cumberland

Charleston, SC | February 2024-Present

- Key Holder - manage opening and closing the store.
- Content creation on platforms such as Instagram and Tik Tok: Generated at least 2,000 views on each video and engaged with over 5,000 followers.
- Drive sales; directly generated sales for over \$8,000 weekly.
- Assisted with styling and organizing displays to best represent the brand.

Social Media Team | Chi Omega - Zeta Gamma Chapter

Charleston, SC | May 2024-September 2024

- Evaluated potential new members' social media profiles and online presence.
- Summarized my findings for a team of 25 other colleagues.
- Communicated effectively with a team the results of my evaluation.

ADDITIONAL EXPERIENCE

Retail Specialist | Anthropologie

South Shore, MA | December 2024-Present

- Assisting customers, personally, with styling advice and product recommendations.
- Drive and boost sales over a holiday seasonal period.
- Provide exceptional customer service by addressing inquiries, assisting with product selection, and resolving complaints.

SKILLS AND INVOLVEMENT

- Proficient in Microsoft Office Suite
 - Word, Excel, Powerpoint, Outlook for data management and project coordination.
- Club of Hospitality and Tourism - Member

