

Sophia Rand

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SUMMARY

NYU Junior with 2+ years of experience in public relations, event management, and retail across the beauty, wellness, fashion, and hospitality industries. Honored for delivering award-winning, high-impact case studies that demonstrate strategic innovation, market foresight, and excellence in brand development in the beauty and luxury fashion landscape.

EDUCATION

New York University Gallatin School of Individualized Study

New York, NY

Bachelor of Arts in Business and Corporate Communications GPA: 3.75

Expected May 2026

EXPERIENCE

Beauty Right Back (BRB)

New York, NY

Startup Marketing Intern

January 2024 – Present

- Creates digital content to promote small beauty businesses in NYC, increasing visibility through targeted and engaging content.
- Refers clients to BeautyRightBack's subscription service by producing impactful content that highlights its benefits for both customers and small businesses.
- Develops strategies to attract college-aged consumers, emphasizing the convenience and value of the subscription model.

With Jean

New York, NY

Pop-Up Sales Associate

May 2024 – June 2024

- Optimized stockroom organization, improving item retrieval times during customer checkouts and enhancing overall sales efficiency
- Prepared garments for sales floor placement by ensuring proper folding, tagging, and presentation
- Sorted garments by style, size, and color to streamline the stocking process and enhance visual merchandising
- Conducted quality checks on garments to identify and address any defects or issues before restocking
- Retrieved specific styles from the stock room promptly to meet customer requests and support sales efforts
- Steamed garments to ensure they were wrinkle-free and in optimal condition for display and sale

PR Consulting

New York, NY

Fashion, Beauty & Wellness Intern

Jan 2024 – May 2024

- Conducted extensive research for Lemme, Tracy Anderson, Gabriela Hearst, GAP, Adidas, AMIRI, ME+EM, The Bowery Hotel, and Bedford Media
- Analyzed costs and availability for transportation, accommodations, and vendor options to support client activations, ensuring efficient and budget-conscious planning
- Assisted in managing showroom operations within a luxury property, ensuring the space was impeccably maintained and ready to host high-profile clients and partners
- Curated and vetted strategic partnership opportunities to ensure alignment with client branding and goals
- Tracked and documented media placements across digital, print, and social platforms, ensuring comprehensive PR coverage
- Analyzed engagement data and compiled performance reports to measure campaign effectiveness and inform strategic recommendations with Fashion GPS
- Efficiently organized data for accessibility and facilitate data-driven decision-making processes
- Clipped media coverage for clients, employing keen attention to detail and staying abreast of relevant news and publications
- Coordinated and ensured timely delivery of critical materials to support high-profile client events, contributing to the seamless execution of key initiatives

Loft Creative Group

New York, NY

New York Fashion Week Intern

Feb 2023 – Sept 2023

- Escorted VIP guests, including celebrities, influencers, and industry professionals, ensuring seamless access to venues and meetings with designers
- Provided logistical and operational support during rehearsals, maintaining the efficient flow of runway shows
- Managed and updated detailed guest lists to streamline event attendance and improve client experience
- Coordinated seating assignments and organized PR assets, ensuring accurate and timely distribution

AWARDS

Fashion Scholarship Fund

2025/2024

Case Study Scholar in Marketing Analytics

- **2025:** Honored for a Marketing Analytics case study centered on AI, demonstrating the potential of artificial intelligence in enhancing consumer experiences and driving efficiency
- **2024:** Recognized for a Marketing Analytics case study focused on sustainability in the beauty industry, proposing innovative solutions supporting wildlife rehabilitation

Givenchy X WindowsWear

2024

Case Study Finalist in Wholesale Pop-Up Strategy

- Selected as 1 of 10 finalists from hundreds of submissions for a wholesale pop-up concept and visualization, ‘Givenchy Natura’ demonstrating strategic consistency in brand messaging and exceptional storytelling through the use of augmented reality

INTERESTS

Crème brûlée, Lana Del Rey, Personal Color Analysis, Iced Matcha with Strawberry from Blank Street