

# SOPHIE ROSEN

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## EDUCATION

Expected Graduation March 2025

### Savannah College of Art and Design

Bachelor of Fine Arts in Fashion Marketing and Management

## PROFESSIONAL EXPERIENCE

### WindowsWear

Social Media & Marketing Intern

New York, New York

November 2024 - Present

- Curate images and create graphics for brands nominated for the WindowsWear Awards, ensuring cohesive visuals.
- Design and schedule social media posts across platforms, maximizing audience engagement.
- Organize and produce nominee slideshows for event presentations.
- Design engraved award plaques in Adobe Illustrator, adhering to branding and timeline standards.
- Led all volunteers and models during the WindowsWear Awards, coordinating behind-the-scenes operations.

### The Highlands Foundry

E-commerce Marketing Intern

Hudson, New York

August 2023 – January 2025

<https://www.sophierosenportfolio.com/e-commercemarketing>

- Styled, photographed, and edited product shoots for Free People FP MART storefront, aligning visuals with brand standards.
- Managed product uploads and visual consistency, enhancing online engagement and user experience.
- Coordinated product transfers for shoots and maintained an organized fashion closet.
- Provided on-set support, including steaming, garment arrangement, and styling adjustments.
- Led cross-functional coordination to streamline product drops, improving sales and visibility.

### Karla Gudeon Art

Studio Assistant

Kings Park, New York

August 2022 – January 2023

- Handled packing and shipping logistics, ensuring accuracy and timely delivery of commissioned artwork.
- Organized archived collections, improving workflow efficiency by 20%.
- Developed and executed social media strategies, increasing brand visibility.
- Assisted with customer inquiries and order tracking, maintaining a high level of service.

## RELEVANT PROJECTS

### Tomboy: A Zine for TomboyX

Senior Capstone Project FASM 440: Professional Portfolio Practices, SCAD

<https://www.sophierosenportfolio.com/capstone-project>

- Developed a quarterly zine to engage customers and build brand loyalty through visually compelling content.
- Curated, styled, and photographed content reflecting TomboyX's values of inclusivity, empowerment, and community.
- Designed layouts and content that resonated with the LGBTQ+ community, earning praise from TomboyX for its creativity and alignment with their mission.
- Managed the production process, ensuring the final product reflected the brand's aesthetic and values.

### Women of Production: A Mock Dickies Campaign

FASM 210: Digital Presentation Techniques

<https://www.sophierosenportfolio.com/mockcampaign>

- Directed and styled a campaign inspired by World War II, highlighting women in industrial roles using Dickies' workwear to convey empowerment and resilience.
- Focused on authenticity, sourcing raw denim and Dickies clothing to capture the brand's rugged, durable essence.
- Styled models in industrial settings around Savannah, incorporating work props like welding helmets and tool belts to amplify the theme of women embracing traditionally "men's" clothing.
- Gained recognition from SCAD's Fashion Marketing department for creativity and accuracy in reflecting Dickies' brand image and heritage

## SKILLS

### Software

- Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Lightroom, Microsoft Excel, Microsoft Powerpoint, Microsoft Word, Google Workspace, Keynote, Canva, Shopify, HubSpot, Mirakl

### Professional

- Fashion Styling, Visual Presentation, Visual Storytelling, Photography, Image Editing, Creative Direction, Content Creation, Brand Alignment, Marketing Strategy, Cross-functional Collaboration, Social Media Marketing, Attention to Detail, Organization, Clear Communication, Time Management