

SOPHIA MEYERS

CONTACT ME

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EDUCATION

Fall 2018 - Fall 2021 • University of Georgia
Terry School of Business
BA in Digital Marketing

EXPERIENCE

Clarke's Standard

Social Media Manager | Fall 2020-Present

- Capture food, customers, and staff photographs that portray our marketing mission
- Budget advertising money on Facebook and Instagram platforms
- Enhance photos through Adobe Lightroom and Photoshop
- Create layouts and graphics through Adobe Illustrator and Spark
- Write caption and website content that coincides with the mission statement as well as the current marketing campaign
- Create campaign reports by tracking impressions on social media and sales on Microsoft Excel

Events Manager | Summer 2019-Spring 2020

- Collaborated with local businesses and greek life to coordinate private events or catering
- Provided enthusiastic customer service and satisfaction checkpoints
- Advised catering and events through multiple meetings with the client
- Managed and coordinated events at the venue, including setting up and execution

EXTEND GROUP

Client Experience & Digital Marketing Associate | Summer 2020-Fall 2020

- Managed Amazon Ads for high-profile clients such as Michelin and Carlson Quality Brake Parts
- Budgeted clients' Amazon spend to maximize sales and ACOS
- Rebranded all of EXTEND's platforms to reflect the company's values
- Launched an Instagram Live campaign to share free advice to our clients during the COVID shutdown
- Analyzed data through recording Amazon and social media platform statistics in Excel

Pi Sigma Epsilon Business Fraternity

Vice President of Public Relations | Spring 2019-Spring 2021

- Collaborated with members to prepare them for the business world through mock pitches and presentations, resume building, interview practice, career fairs
- Curated social media through using third-party apps such as Adobe Creative Suite
- Tracked and analyzed social media statistics based on different post time, content, and more
- Marketed our organization on different platforms such as Instagram, Facebook, & LinkedIn
- Coordinated chapter events at various venues to raise money for our philanthropy