

# SOPHIA CRUTCHLEY

## MARKETING SPECIALIST

## Contact

**Phone** - 860-805-5169

**Email** - scrutch16@gmail.com

**LinkedIn** - <https://www.linkedin.com/in/sophia-crutchley>

**Portfolio** - <https://www.sophiacrutchley.com/>

## PROFILE

I recently graduated magna cum laude from Johnson & Wales University with a Bachelor's degree in Fashion Retailing & Merchandising and a minor in Cognitive Psychology. With a passion for marketing strategy, I specialize in understanding consumer behavior and translating data into marketing solutions. My experiences across diverse industries, including healthcare and fashion markets, have sharpened my ability to connect trends, data, and creative concepts to drive business growth. I am excited to work alongside fellow marketing professionals, creating strategic solutions that truly connect with audiences and drive real results.

## WORK EXPERIENCE

### Freelance Marketing Consultant

Citrus Coast Brands LLC & Joyful Fine Art by Heather Owen

**05/2024 - Present**

- Conduct market research to identify each company's target audiences and industry trends.
- Develop and execute customized marketing strategies that align with each client's unique vision and goals.
- Create and manage digital marketing campaigns across social media platforms, email, content, and PPC.
- Collaborate with clients to understand their goals and develop tailored marketing solutions that drive results.
- Design and implement website development strategies to enhance user experience and reflect each brand's true identity.

### Directed Experiential Education

Team Member

**01/2024 - 05/2024**

- Participated in a project-based learning initiative, using data analytics to solve real client challenges under the guidance of a Johnson & Wales University faculty mentor.
- Independently and collaboratively conducted in-depth field research, designing surveys, analyzing large datasets, and communicating insights through emails, reports, and weekly meetings.
- Used analytical tools to identify trends, optimize processes, and develop data-driven strategies to boost student enrollment and engagement.
- Gained valuable experience in data collection, critical thinking, and problem-solving by applying real-world insights to meaningful projects.

## EDUCATION

**08/2020-05/2024**

**JOHNSON & WALES UNIVERSITY**

- Bachelor of Science - Fashion Merchandising

**05/2023 - 07/2023**

**FLORENCE UNIVERSITY OF THE ARTS**

- Fashion in Italy Summer Program

## EXPERTISE

- Digital Marketing
- Branding
- Adobe Creative Suite
- Microsoft 365 Office Suite
- Analyzing Market Trends
- Data Analytics
- Negotiation
- Collaboration
- Project Management

## OTHER INTERESTS

- Brand Sustainability
- Travel

## **Sales Associate**

Adore Boutique

**05/2022 - 08/2022**

- Delivered exceptional customer service, ensuring personalized experiences to meet individual needs and enhance satisfaction.
- Developed a deep knowledge of the boutique's unique product offerings, sharing brand stories and product details.
- Assisted in visual merchandising and store displays, maintaining and inviting and stylish atmosphere to attract customers.
- Created and managed engaging social media posts to promote new products, seasonal collections, and sales events, increasing online engagement.
- Collaborated with team members to meet and exceed sales goals, contributing to the overall success of the boutique.
- Built and maintained strong customer relationships, ensuring frequent visits and loyalty.

## **L E A D E R S H I P   E X P E R I E N C E**

### **Retail Preparedness Association - President**

- Defined the club's objectives, mission, and core values to guide its activities and purpose.
- Oversaw the annual budget, ensuring effective management of costs and expenditures.
- Coordinated educational trips to provide members with hands-on experience in the fashion industry.
- Planned and executed fundraising events to support club initiatives and activities.
- Gathered and analyzed member feedback to enhance future events and boost membership
- growth.

### **Student Advisory Board for the College of Business - Student Representative**

- Worked alongside the Johnson & Wales's Dean of the College of Business to address weak points of the school and create plans of action to strengthen them.
- Collaborated with other students enrolled in the College of Business to come up with improvement ideas and plans to improve the quality of the school's academic services as well as its visual appearance.

### **JWU Travelers - Events Chair**

- Organized and managed all club trips, ensuring seamless execution from planning to completion.
- Developed detailed travel itineraries while maintaining strict budget guidelines.
- Presented trip proposals to the university's appropriations committee, successfully securing funding and negotiating finances.
- Coordinated logistics, including transportation, accommodations, and activities, to maximize member experience.
- Led fundraising efforts to support club trips and expand travel opportunities for members.