

Sophie Harlan

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EDUCATION

Indiana University, Bloomington, IN

May 2026

Bachelor of Arts, Media Advertising

GPA: 3.6, Dean's List Spring 2023 and Fall 2024

Involvement: Alpha Gamma Delta Sorority, Retail Innovation Organization, Wakeboard and Tennis Club

INTEGRATED COMMUNICATIONS INTERNSHIPS

Liberated Brands, RVCA, Costa Mesa, CA

June-August 2024

Community and Affiliates Partnership Marketing Intern

- Assisted with inventory management and preparation for photo shoots
- Created social media content while crafting influencer gift sets
- Expanded influencer partnerships through researching potential brand representatives
- Worked with Excel and Full Circle to account for inventory and manage new collection pieces
- Organized and became well-equipped with catalog styles for each season
- Developed a strategic plan to engage customers with customized inventory for the U.S Open of Surfing in Huntington Beach

Azione PR and LDMA, Newport Beach, CA

May-August 2023

Public Relations, Fashion, and Social Media Intern

- Assisted launch of new intimates' collection
- Devised business proposal for new on-line product offering
- Crafted marketing pitch and created public relations audits
- Attended vendor showcase and sold inventory to new customers
- Captured the authenticity of LDMA by creating Instagram reels and expanding social media engagement
- Memorized the style, category, and color selection of each product

BUSINESS AND ADVERTISING COURSE PROJECTS, INDIANA UNIVERSITY

Integrated Marketing Communications

August-December
2024

- Worked in groups to deliver a campaign idea for a brand to gain awareness
- Crafted a pitch after researching and developing valuable insights about a brand

Storylab

January-May 2023

- Collaborated with team on public relations, news, and advertising projects
- Enhanced storytelling skills by writing press releases, editing audio and video clips, taking photos, and crafting video content for social media

Business Presentations

August-December 2022

- Gained impromptu speaking skills and learned to design and present business proposals
- Collaborated with team to divide roles that organized an effective solution

CUSTOMER ENGAGEMENT

Hostess, Busser, Barista, and Cashier, Six Restaurants

May 2019- December 2022 Newport Beach, CA

- Worked part-time for local restaurants: Malibu Farm-Lido, Eat Chow, Haute Cakes, Sol Mexican Cocina, Shorebird, and Malibu Grill
- Served in front-of-house roles to create a memorable impression and pleasant dining experience.
- Managed reservations and distributed parties in a timely manner.