



- (705) 618-6388
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- sophiestaubin.com
- Eager to relocate!

Education

College Diploma 2020 - 2022

Fanshawe College / Fashion Marketing & Management (London, ON)

- Achieved academic excellence and was named to the Dean's Honour Roll with a 3.959 GPA. Awarded the 2022 Portfolio Of Excellence Award, the 2022 Business Award, as well as represented Fanshawe College in the 2021 CREA x Shopify Charette.

Developed Skills in:

- Photo Styling
- Visual Merchandising
- Event Planning
- Textile Sciences
- Brand Development and Management
- Customer Relationship Management

Highschool Diploma 2014 - 2018

Lockerby Composite School / College Notre Dame (Sudbury ON)

Skills

- Attention to detail & very organized individual.
- Effective manager of people, projects and time. Thrives under pressure with the ability to set goals and achieve them within deadlines.
- Quick problem-solving.
 - I possess a versatile toolkit, packed with items from academic and professional experiences, that can assist in swiftly addressing wardrobe malfunctions, resolving set challenges, and generating innovative solutions.
- Nimble fingers, skilled in crafts, set design & sewing.
- Creative mind overflowing with ideas. Keen eye for style and design.
- Ability to give and receive constructive feedback.
- Strong outreach, sourcing, & copywriting/communications skills.
- Proficient in Adobe, Google, & Microsoft apps. As well as Trello, Asana, Slack, and Later. Have also worked with Figma & Klavvy.

Languages

English - Written & Verbal.
French - Written & Verbal.

SOPHIE ST-AUBIN

Fashion Marketing & Management

Profile

I am an ambitious and energetic individual with a passion for all things fashion, eager to contribute my developed knowledge in a creative role. Skilled in Photo Styling, visual merchandising, Social Media Management and more! Adaptable and driven with a strong work ethic and the ability to thrive in team-based & individually motivated settings.

Work Experience

Pixie Mood, Remote/Toronto ON

Social Media Manager / June 2023 - Current

- Planning photoshoots for upcoming campaigns and seasons: Sourcing locations, creating products/props lists, art direction decks, clothing/lighting/pose direction, etc.
- Brand and Influencer collaborations & communications.
- copywriting for socials, email & SMS marketing, website, etc.
- campaign & activation events planning.
- Managing all social platforms including content creation & community engagement.

Oct.
2022

-
Current

Marketing Intern / Oct 2022 - June 2023

- Generate ideas and create social content across all platforms.
- Collaborated with team members to help expand marketing channels.
- Shadowed professionals in different situations to increase marketing knowledge.
- Responded to email and social media messages according to prescribed policies.
- Created professional business correspondence, spreadsheets and presentations.

Urban Outfitters, London ON

Sales Associate

- Excelled in the fitting rooms, helping customers create outfits & find their personal style/size/fit.
- Used POS system to scan customer purchases, calculate prices, apply any additional discounts, process transactions & returns/exchanges.
- Provided accurate information to help customers understand our points system and app.
- Unboxed and restocked merchandise. Organized racks and shelves to maintain store visual appeal.
- Supported company mission and positive store culture through honesty, integrity, and high-quality customer experiences.

Jul.
2021

-
Sept.
2022

N4E1, London ON

Assistant Store Manager

- Amazing opportunity to open their 2nd location in Grand Bend.
 - Found storefronts, display racks, custom painted the inside of the shop & outside bench, staffing, marketing, and activation events.
- Managed both locations.
- Managed Socials.

Mar.
2021

-
Aug.
2021

Journeys, Sudbury & London ON

Sales Associate

Transferred Store Locations in 2020

- Provided positive first impressions to welcome existing, new and potential customers.
- Helped customers locate products and checked store systems for merchandise at other sites.
- Answered customer questions regarding sizing, accessories and proper care for merchandise.
- Prepared merchandise for sales floor by pricing or tagging.
- Increased sales by offering advice on purchases and promoting additional products.
- Processed product returns and assisted customers with other selections.

Aug.
2017

-
Mar.
2021

References

Ashley Hanna Manager

Urban Outfitters, London ON

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Deb Trotechaud Professor

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