







-  (705) 618-6388
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-  Eager to relocate!
(based in Ontario)

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**.
- 2022 Portfolio Of Excellence Award
- 2022 Business Award
- Represented Fanshawe College in the 2021 CREA x Shopify Charette.

Highschool Diploma 2014 - 2018

Lockerby Composite School / College Notre Dame (Sudbury ON)

Skills

- Keen attention to visual and written detail, with a proven ability to forecast fashion and social media trends through a blend of instinct, research, and industry insights.
- Highly organized, with strong time and project management skills
- Strategic thinker with a creative mindset and a keen eye for style, design, and emerging trends
- Skilled in digital marketing, content creation, campaign planning, and brand storytelling
- Strong written and verbal communication abilities in both English and French, including copywriting and outreach
- Proficient in Adobe Creative Suite (Photoshop, Illustrator), CapCut, Canva, Google Workspace, Microsoft Office, Trello, Asana, Slack, Later, Upfluence, Gorgias, ManyChat, Figma, and Klaviyo
- Experienced in affiliate marketing, influencer partnerships, and community building across digital platforms
- Confident in giving and receiving constructive feedback and fostering collaborative environments
- Quick problem-solver who thrives under pressure and consistently meets tight deadlines

Languages

English - Fluent written & Verbal.
French - Fluent written & Verbal.

SOPHIE ST-AUBIN

Fashion Marketing & Management

Profile

Versatile and results-oriented marketing professional with a strong foundation in fashion and a specialized focus on content creation across digital platforms. Experienced in photo and video styling and editing for social media, e-commerce, and paid advertising, as well as campaign planning, affiliate marketing, and digital strategy. Proven ability to craft engaging, high-performing content that drives audience growth, boosts brand visibility, and supports revenue goals. Collaborative, adaptable, and deeply creative, with a keen eye for detail and a passion for visual storytelling.

Work Experience

Oct. 2022 - June 2025 **Pixie Mood,** Remote/Toronto ON

Social Media Manager / June 2023 - June 2025

- Planned and executed photoshoots and video campaigns, handling location scouting, art direction, styling, and shot planning
- Created and edited content for social media, e-commerce, paid ads, and email using Photoshop, Illustrator, CapCut, and Canva, along with writing supporting copy
- Planned and executed full-scale product and collection launches, including campaign development, creative direction, presentation decks, and cross-functional coordination
- Managed all incoming brand communications across Meta, TikTok, email, Gorgias, and Upfluence, including customer service, partnership requests, and creator outreach
- Led affiliate marketing efforts by sourcing creators, reviewing applications, coordinating shipments, and ensuring content met brand guidelines
- Built and maintained quarterly marketing calendars and campaign timelines in Asana
- Engaged with the community by interacting with tagged posts, DMs, and aligned creators

Marketing Intern / Oct 2022 - June 2023

- Created and pitched content ideas for social media across multiple platforms
- Collaborated with the marketing team to support campaign execution and channel growth
- Gained hands-on experience by shadowing professionals across various marketing functions
- Monitored and responded to emails and social media inquiries in line with brand guidelines
- Developed business documents, spreadsheets, and presentations to support internal operations

Jul. 2021 - Sept. 2022 **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.

Mar. 2021 - Aug. 2021 **N4E1,** London ON

Assistant Store Manager

- Opened second location in Grand Bend.
 - Found storefront & display racks, custom painted the inside of the shop & outside bench, staffing, marketing, and activation events, all within a tight budget.
- Managed both locations, including staffing/scheduling, inventory, sales, socials, sourcing products, etc.

Aug. 2017 - Mar. 2021 **Journeys,** Sudbury & London ON

Sales Associate

Transferred to London store location in 2020 upon relocating to attend Fanshawe College.

References

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