

# Sophie Scott

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A creative and detail-oriented Marketing Coordinator with extensive experience in web design, graphic design, and product photography. Adept at staying ahead of trends, delivering engaging content, and crafting innovative marketing strategies. Proficient in building dynamic websites and creating standout visuals that enhance brand identity.

## EXPERIENCE

### **Sunrise Motorsports , Rogers, AR - Parts Associate**

*August 2023 - Current*

- Assist customers in selecting gear and parts for motorcycles, ATVs, and UTVs, ensuring a personalized and informed shopping experience.
- Manage inventory of motorcycle parts and apparel, ensuring stock accuracy and efficient ordering processes.
- Handle all shipping and receiving for the dealership. Checking items in correctly and making sure they go to the right departments.
- Stay up-to-date on product releases and educate customers on the latest industry trends and equipment.
- Enhance sales by maintaining strong product knowledge and focusing on customer satisfaction.
- Demonstrate product usage to ensure proper application and increase customer confidence.

### **Element 79 Media , Cassville, MO —Marketing Coordinator**

*April 2021 - September 2023*

- Managed vinyl printing operations, producing large-format prints such as posters, wraps, and stickers, while overseeing outsourced printing projects.
- Designed marketing materials including magazines, brochures, and flyers, collaborating with a team to ensure brand consistency and timely delivery.

- Developed websites using Wix, WordPress, and Shopify for a diverse range of clients including resorts, skin care brands, and construction companies.
- Optimized websites for SEO and mobile devices, integrating tracking tools to measure performance and drive traffic.
- Led product photography and videography sessions, setting up shoots, selecting props, and ensuring high-quality visuals for social media, websites, and promotional materials.
- Managed social media accounts, creating engaging content and scheduling posts according to client contracts.
- Assisted with marketing events, overseeing logistics and executing social media coverage during live events.
- Gained proficiency in 3D software such as Adobe Stager and Blender to create immersive packaging designs.

#### EDUCATION

##### **Google Digital Garage, Online — Marketing Certificate**

July 2023 - Current

##### **Hubspot, Online — Marketing Trends**

April 2022 - Current

##### **Codecademy, Online — Coding (HTML & CSS)**

April 2021 - July - 2022

##### **Cassville High School, Cassville, MO — High School Diploma**

August 2019 - March 2020

#### PROJECTS

##### **Black and Gold Review — Magazine**

Collaborated with a team of 4 to create a print and digital magazine yearly that showcased the town of Cassville. This includes coordinating with journalists, photographers and other graphic designers to create a captivating magazine.

##### **First on Front — Outdoor Free concert**

Created a website for the concert providing accurate and easy to find information. Directed a team during the event to create live posts on facebook.

##### **JAH SKIN LINE — Product Photography**

Went out of the box while utilizing a limited budget to create a stunning backdrop for product posts for a clients website and social media.

#### SKILLS

Event Planning

Marketing

Sales, retail and customer support

Video Production

Analytics and SEO  
Product Photography  
Web Design  
Adobe Creative suite  
Canva and Procreate  
Social Media Management

#### INTERESTS

Videography and Product Photography.  
Cars and Motorcycles.  
3-D Animations and Designs  
Painting  
Embroidery and Crocheting