

SOPHIA SIOTOS

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WORK EXPERIENCE

MARKETING COORDINATOR

Sonoma State University | June 2021 - June 2022

- Regularly updated Asana with new tasks, projects, and campaigns in order to keep the entire team on track
- Assisted with running day to day marketing operations consisting of communication with 10 departments , scheduling content, and conducting market research
- Managed digital signage platforms spanning over 30 screens, over 100 clubs, and 25 departments
- Created content for Seawolf Living (lifestyle brand) through blogs with an average of 6,000 monthly viewers and social media for 3 major platforms with 10,000 followers total
- Initiated new video content ideas and served as the creative director for a 6 video series over the span of 2 months
- Created and schedule weekly social content calendars for 2 departments on 3 different channels
- Continued website revamps for 10 departments including writing new copy, updating formatting on pages and improving accessibility and quality assurance to above 90%
- Served as on screen talent for monthly video shoots for both long and short format projects
- Managed and input incoming marketing submissions from all 10 departments ensuring deadlines are met

LEAD CYCLEBAR EXPERIENCE ASSOCIATE

CycleBar | October 2022 - Present

- Collect and analyze performance data to execute marketing initiatives and develop presentations based on monthly revenue sheets
- Collaborate with corporate's Marketing and Sales teams to develop growth strategies and marketing campaigns
- Supervise and train staff on sales conversion tactics to provide premium level customer service
- Increased membership MRR over \$1,000 in one quarter and new member enrollment by 15%
- Generated over \$3,000 of sales from retail, class credit packs, and over 15 new monthly memberships

BARISTA

Starbucks | October 2017 - June 2022

- Memorized over 50 menu items and created custom drinks for 70 to 200 customers a shift
- Took coffee, food, and other beverage orders and prepared them for customers quickly and effectively.
- Maintained a clean and professional appearance and dining area for guest satisfaction.

LEADERSHIP & COMMUNITY ENGAGEMENT

• ALPHA GAMMA DELTA

- Vice President Chapter Wellness (November 2020- November 2021)
 - Oversaw and coordinated fundraising events that raised \$200,000 over four years
 - Planned up to 5 sisterhood events a month
 - Lead, organized and managed chapter operations for over 100 members
- Vice President Campus Relations (November 2019-November 2020)
 - Served as the Panhellenic delegate and acted as the chapter liaison for over 100 women

EDUCATION

SONOMA STATE UNIVERSITY

Bachelor of Science | Graduated
Magna Cum Laude in May 2022

- Business Administration
 - Marketing Concentration
- Dean's List Member
- Beta Sigma Gamma Honor Society

SKILLS

- Project Management
- Public Speaking
- Leadership
- Marketing Operations
- Brand Strategy
- Social Media Strategy
- Copywriting
- Digital Storytelling

PROGRAMS

- **Microsoft:** Office, Word, Excel, Powerpoint
- **Website:** SquareSpace, Drupal
- **Social Media:** Sprout Social, Hootsuite, Canva, Facebook, Instagram, Twitter, TikTok
- **Project Management:** Asana
- **Analytics:** Google Analytics