

# Sophia Dowie

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## EDUCATION

**University of San Diego, Knauss School of Business**  
**Bachelors of Business Administration in Marketing and Finance**

**San Diego, CA**  
**Expected May 2025**

- Minors in International Business and Spanish
- Expected Honors: Magna Cum Laude, 3.76 GPA
- Study Abroad - Madrid, Spain (Fall Semester, 2023)

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## EXPERIENCE

**Retail E-Commerce Marketing Intern** | Power Digital Marketing Agency | San Diego, CA **Aug 2024-Dec 2024**

- Evaluated market positioning for an apparel brand and proposed a strategic plan to expand its presence on Amazon, driving revenue growth and brand awareness
- Conducted in-depth keyword research using Helium 10, identifying high-impact keywords and providing recommendations to clients to optimize product visibility and search rankings on Amazon
- Audited clients' Amazon product listings, assessing titles, images, descriptions, and keywords to enhance listing effectiveness
- Supported Retail Marketing Team strategists & directors on strategy, production, and client work
- Completed trainings and tasks to understand and facilitate clients' strategy for selling products on Amazon

**Real Estate & Marketing Intern** | Summit Sotheby's International Realty | Park City, UT **Jun 2024-Aug 2024**

- Managed social media content for YouTube, Facebook, and Instagram, promoting properties to enhance online engagement
- Created interactive marketing materials featuring renderings & visual plans to market development properties to potential buyers
- Assisted with open houses by engaging with real estate agents and fostering connections with prospective clients

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## RELEVANT ACADEMIC PROJECTS

**Google Paid Search Ad Campaign** | Digital Marketing Course | University of San Diego **Fall Semester 2024**

- **Objective:** Led a semester-long Google Paid Search Ad campaign for the Knauss School of Business, managing a \$10,000 Google Ads budget over 10 weeks to increase visibility and drive engagement among current and prospective students
- **Execution:** Conducted keyword research and Google Trends analysis, refined ad copy (headers, descriptions, and display paths), and leveraged search optimization strategies through an iterative process. Presented key findings and insights to stakeholders
- **Result:** Achieved 3,814 total clicks, 54,270 impressions, and a 7.03% click-through rate over three rounds of ad modification

**Zara's Online Retail Marketing Research Project** | Marketing Research Course | University of San Diego **Spring Semester 2024**

- **Objective:** Identified and analyzed a marketing issue by evaluating Zara's retail website usability compared to a key competitor to find areas for improvement
- **Execution:** Designed and conducted a Qualtrics survey with 50+ participants to analyze user perceptions and behaviors. Used R Studio for statistical testing to compare website usability factors, including navigation and product displays.
- **Result:** Provided data-driven strategic recommendations to enhance Zara's website by improving product displays and simplifying navigation, aiming to optimize user engagement and satisfaction

**Topgolf's International Expansion to Japan Project** | Global Marketing Course | University of San Diego **Spring Semester 2024**

- **Objective:** Evaluated market potential and cultural readiness for Topgolf's expansion into Japan
- **Execution:** Conducted PESTEL and SWOT analyses to assess market challenges and developed a marketing plan with product, pricing, and promotion strategies. Designed digital and traditional ads using Canva to boost brand awareness and engagement
- **Result:** Developed strategic insights to guide Topgolf's market entry in Japan, considering cultural and competitive factors

**Investopedia Trading Simulator Project** | Investments Course | University of San Diego **Spring Semester 2024**

- **Objective:** Managed a \$100,000 investment portfolio over 9 weeks using a sector rotation strategy to optimize returns while balancing risk levels
- **Execution:** Conducted detailed analysis and weekly updates on selected securities, adjusting the portfolio in response to market fluctuations to ensure informed buy and sell decisions
- **Result:** Utilized financial tools to optimize portfolio performance, producing a report on strategy and outcomes

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## SKILLS & CERTIFICATIONS

- **Skills:** Canva, Social Media (Instagram, TikTok, Facebook, LinkedIn, X), Qualtrics, Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Form), Zoom, R Studio, SPSS, Amazon Seller Central, Asana, Slack, Helium 10, WIX
- **Certifications:** MOS Excel, Social Media Simternship
- **Languages:** Spanish (fluent, bilingual)