

SOPHIE LABBEE

CONTACT

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📍 Denver, Colorado

SKILLS

Adobe Creative Suite (Photoshop, Illustrator)

Procreate

Canva

Shopify

WordPress

QuickBooks

Google Suite

MS Office Suite

Digital & Social Media Marketing

Brand Strategy

Web Design

Graphic Design

Copywriting & Editing

Research

Customer Service

EDUCATION

Towson University

B.A Psychology; Minor in Family Studies

Recruitment Counselor supporting new members of Alpha Phi Sorority.

Volunteered at the Maples of Towson, a senior living community, setting up and leading activities for residents; and assisted with educational programs for the Alpha Phi Foundation, supporting women's heart health.

WORK EXPERIENCE

Achievable

Marketing Coordinator October 2023 - Present

- Created and published content for Achievable's blog in WordPress.
 - Thoroughly researched topics in order to cover them in an accurate, unique, and engaging manner.
 - Applied knowledge of on-page SEO to optimize blog posts.
 - Curated images used in posts.
 - Built table plug-ins in TablePress.
- Increased backlinks by writing informative guest posts for other websites as a representative of Achievable.
- Used brand recognition expertise to create cover images for blog posts in Canva.

Raised Veyibrations LLC

Owner December 2020 - Present

- Founder of Raised Veyibrations, a specialized business selling self-made jewelry, crystals, and home décor.
- Self-taught jewelry designer.
- Created brand products, logo, and overall aesthetic.
- Mastered Shopify to aid in creating a successful business website.
 - Tracking and restocking inventory.
 - Business analytics.
 - Marketing campaigns.
- Became an expert at Procreate and utilized it to pursue graphic design to further enhance the brand.
- Content creation for social media including Instagram with 10,000+ followers, email newsletters for 500+ subscribers, and website with 2,000+ monthly visitors.
- Account management including, but not limited to, custom work order requests and product inquiries via email and social media.
- Packaging and mailing orders while maintaining brand aesthetic and promotional materials.
- Curating a unique environment for vendor space, including designing promotional materials such as banners, business cards, QR code signage, etc.
- Attention and mastery of personal customer service including sales, negotiation, and relationship building with customers.
- Researching and choosing events, using knowledge of brand customer target audience, to bring in the most revenue and profit.
- Building and maintaining relationships with event promoters.
- Tracking sales and interpreting data to improve profit margins.
- Utilizing Microsoft Excel to accurately price and record item pricing.
- Calculating and submitting sales and use tax.

Cornerstone Montgomery

Career Transition Specialist June 2020 - July 2021

- Managed a caseload of 15 clients; developed and implemented an Individual Treatment Plan in coordination with clients and their families, clinicians, and other members of the treatment team.
- Assisted clients with identifying vocational goals, job searching, writing resumes, preparing for interviews, and managing employment barriers.
- Identified and contacted new employers to advise them on the benefits of working with Cornerstone Montgomery, maintained relationships with employers, and acted as a liaison between clients and employers.
- Logged client information, goal sheets, assessments, progress notes, incident reports, monthly reports, and treatment plans into an electronic record system, and created and maintained employer information into a shared job development data base.