

Sophie Fallieras

NEW YORK, NEW YORK

614-301-6008 T

sophie.fallieras@gmail.com E

linkedin.com/in/sophiefallieras/ Li

sophiafallieras.wixsite.com/fallieras-portfolio Web

Work Experience

EDITED: Social Media Specialist

Mar 2024 - Present

New York, New York

- Conduct market analysis to shape B2B upper-funnel marketing strategies, collaborating closely with the VP of Growth Marketing and CMO to drive impactful campaigns.
- Developed and implemented distinctive brand guidelines for social media, email, and podcast channels, ensuring a consistent and compelling brand voice across all platforms.
- Contributes to data analysis and transforms insights from 'The Loop,' EDITED's weekly retail landscape report, into exclusive TikTok content, delivering tailored trends and industry news to social audiences.
- Collaborates with Global Customer Success and Product Marketing teams to align communication objectives and craft consumer-facing messaging that reinforces brand voice, tone, and authority while fostering community engagement.
- Strengthened the consumer journey from social media to a CRM platform by developing a link strategy; leading to 3X leads captured in the first month of implementation.

Olivia McDowell: Freelance Marketing & Events Coordinator

Feb 2023 - Mar 2024

New York, New York

- Developed trend-focused social content from brand briefs through creative conceptualization and filming/editing, enhancing the influencer's connection with aspirational brands while fostering audience trust and engagement.
- Developed and executed community events from end-to-end including overseeing budgets, managing vendor relationships, and strategizing promotional incentives to drive engagement and attendance.
- Secured five brand partnerships for product gifting at events by effectively communicating the influencer's value and aligning sponsorship opportunities with brand goals.

ThredUP: Brand Marketing Coordinator

Jan 2022 - Sep 2022

New York, New York

- Crafted and managed comprehensive creative briefs, ensuring cohesive branded visuals that aligned with ThredUp's storytelling initiatives and mission.
- Assisted with the launch of 360-degree brand campaigns by facilitating seamless collaboration across Creative, Product, and Marketing teams to deliver organic social content on time and in line with campaign objectives.
- Oversaw influencer partnerships including identifying and onboarding talent, negotiating contracts, coordinating content development, and ensuring deliverables aligned with campaign objectives.
- Generated detailed campaign recaps in partnership with the Public Relations team, analyzing performance metrics and providing actionable insights to inform future 360-degree campaigns.
- Managed day-to-day management and execution of ThredUp's social channels (Instagram, LinkedIn, TikTok, X, and Facebook), ensuring brand consistency and engagement.

STORE 5a: Luxury Merchandising Associate

Jun 2021 - Jan 2022

Columbus, Ohio

- Conducted in-depth analysis of location-specific sales data to inform inventory allocation strategies, driving product turnover and supporting the successful launch of a new store opening.
- Collaborated with store teams to execute seasonal presentations, develop merchandising strategies, and implement best practices, enhancing in-store brand storytelling and customer experience.
- Designed and executed visual merchandising plans that balanced brand identity with vendor guidelines, crafting compelling displays that resonated with target audiences and elevated the in-store shopping experience.

Education/Technical Skills

Kent State University

Aug 2017 - May 2021

Kent, OH

- Degree: Bachelor of Science in Fashion Merchandising (Magna Cum Laude Honors), minors in Marketing and Business.

Platforms

- Asana, Monday.com, EDITED, Hubspot, Figma, Adobe Creative Cloud (Express, Rush, Photoshop), Dash Hudson.