

SOPHIE BERNER

TREND FORECASTER & FASHION MARKETING

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820 Knickerbocker Ave, Brooklyn NY 11207

EDUCATION

Savannah College Of Art & Design –
Graduated May 2022
B.F.A Fashion Marketing & Management
Minor in Jewelry Development & Design

SKILLS

Strong understating of current and past trends in fashion & jewelry industries.
Ability to conduct market research and analysis.
Curating visual mood boards to convey the story telling behind each concept.
Awareness in social media topics & trends in current seasons

EXPERIENCE

BAUBLEBAR - JR TREND FORECASTER/ DESIGN & STYLIST
October 2022 - Present

Collaborated with designers to curate collections depending on seasons & accounts - Fashion and Licensed Accounts: Sports, Disney, and Kids. Styled designs based off current social, market, and consumer trends.

- Using a creative mindset while identifying emerging trends and long lasting trends
- Strong research skills to gather data on current consumer behaviors, cultural influences, historical trends, and industry developments
- Styling Campaigns to strongly represent market trends, push new trends, and create a cohesive compelling visual
- Communicating trends visually through moodboards, color palettes and visual presentations

BAUBLEBAR - INTERN DESIGN & TRENDS
April 2022

- Being well-versed in the fashions and jewelry markets
- Created current trend research of Award shows, fashion shows, and street style
- Conducted research and development with sourcing current trends

RUBAN OLIVER - SOCIAL MEDIA INTERN
Summer 2021

- Assisted with creating social media content for the company's various channels,
- Collaborated with the marketing team to develop social media campaigns for new product launches.
- Assisted with the execution of events and promotions, managing social media coverage and engagement.

THE LOVELY BOUTIQUE MARKET - SALES/BUYING INTERN
2019 - 2021

- Developed creative social media content to attract local consumers.
- Managed look book creation, including concept, styling, and print layout production
- Collaborated with market vendors to organize, market, and style their products

CERTIFICATIONS

Rhino 5 Essential Training 3d
Modeling, 2021
Microsoft Training, 2020