

SOPHIE WILLIAMSON

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SUMMARY

Driven Marketing student at the University of Alabama anticipating working in the Social Media side of Marketing. An avid member of the UA (University of Alabama) chapter of the American Marketing Association where skills are learned which will be beneficial to a future career in marketing. Passionate about service and a participant in foundations such as Service for Sight and The University of Alabama Dance Marathon.

EDUCATION

Bachelor of Science, May 2024

The University of Alabama, Tuscaloosa, AL

Commerce and Business Administration

Major: Marketing

GPA: 4.2/4.0

President's List

RELEVANT COURSE WORK

Principles of Marketing (Spring 2022)

WORK EXPERIENCE

Receptionist, June 2019 - March 2020

Fitness First, Fort Payne, AL

- Fostered client relations through being able to answer questions and answered questions about membership costs
- Managed gym efficiently and oversaw around 100 members a day
- Organized member files, kept track of sign-in sheets, and maintained a clean gym environment

ADDITIONAL EXPERIENCE

Assistant to the Project Manager, May 2021 - August 2021

Access Managed Systems LLC, Rainsville, AL

- Answered phones, filed paperwork, and billed invoices to customers to around 50 customers each week
- Ran errands for project manager, made mail deliveries, and aided in ordering technical equipment
- Delegated job duties to 7 technicians for project manager

LEADERSHIP EXPERIENCE

Vice President, August 2020 - May 2020

Plainview High School, Rainsville, AL

- Served as a representative to peers by being available during and after school hours to answer questions
- Planned events such as canned food drives and fundraisers amounted to thousands of dollars raised
- Voiced concerns and ideas of peers to people of higher power to make changes in and out of classroom environments

HONORS & ACTIVITIES

Recipient of Presidential Scholarship

American Marketing Association

Delta Gamma Fraternity

VOLUNTEER SERVICE

University of Alabama Dance Marathon Service for Sight

Operation Christmas Child

Metro Animal Station- Happy Hour

SKILLS

Microsoft Office Suite

Time Management

Organization

Peer Counseling

FIELDS OF INTERESTS

Digital Marketing

Advertising & Sales