

# Sophia L. Taylor

6510 Evans Road ● Evansville, IN 47712 ● Cell: 812-468-5259 ● sltaylor@mail.usi.edu

---

## Qualifications

### Summary

Talented, go getter with a proven record of accomplishments interested in taking on new tasks. Ability to plan and create successful strategies aligned with business goals and objectives. Experienced in directing new ideas while executing company wide marketing plans. Demonstrated success in organization and planning aspects of onsite promotions for six retail locations. Ability to build and supervise successful marketing teams and projects.

### Value Offered

Expert relationship builder, channel developer, negotiator and marketing strategist. Extremely innovative, ambitious, highly disciplined, and versatile professional.

### Key Skills

Successful Business/Sales Management	Strategic Partnership Building
Marketing Plan Development	Professional Presentation
Effective Networking	Proven Leadership

### Technology

Microsoft Word/Excel/PowerPoint/Access/Project/Outlook, ACT!, Windows

### Education

Bachelor of Science Degree in Marketing May 2010  
**UNIVERSITY OF SOUTHERN INDIANA, Evansville, IN**  
AACSB Accredited College of Business

### Experience

Mid America Automation, Inc., Evansville, IN  
**PURCHASING AND MARKETING ASSISTANT**, February 2009-Present  
**PURCHASING AND MARKETING INTERN**, February 2009-December 2009  
Communicate with customers, management, internal departments, and vendors to coordinate an overall marketing effort in accordance with corporate goals. Plan and carry out purchasing and receiving of all components and conduct market research.

#### Selected Contributions:

- ✓ Created new means of tracking purchased components
- ✓ Designed various promotional items, including sales reference books
- ✓ Organized sales database

Pet Food Centers, LLC., Evansville, N

**MARKETING AND ADVERTISING ASSISTANT**, August 2006 – February 2009  
Managed promotional materials, direct-mail pieces (coupon books), website content and design, monthly circulars for six retail locations. Tracked, projected, and reported advertising and circulation-based marketing programs.

#### Selected Contributions:

- ✓ Successfully maintained and increased advertising contracts with local advertising agencies while cutting costs for overall advertising budget
- ✓ Worked directly with a local web designer creating a new website to launch for six retail locations
- ✓ Created, organized, and led on site promotions for various local promotional events
- ✓ Managed co-operative advertising relations with approximately twenty five vendors to ensure marketing activities aligned directly with business goals

### Volunteer

### Experience

Habitat for Humanity Volunteer; USI Marketing Club Member; Race for the Cure Team Leader