

SOPHIA WEIS

Carlsbad, CA | sophiaweis27@gmail.com | (760)-828-3158 | [linkedin.com/in/sophiaweis/](https://www.linkedin.com/in/sophiaweis/)

EDUCATION

University of San Diego, Knauss School of Business

Bachelor of Business Administration, Marketing and Finance, GPA: 3.93

San Diego, CA

Expected May 2026

Universidad Pontificia Comillas

Madrid, Spain

Aug. 2024 - Dec. 2024

- Multicultural experiential learning about the culture and business practices in Spain

INTERNSHIP EXPERIENCE

Marketing Program Management Intern

Carlsbad, CA

Thermo Fisher Scientific

Jun. 2025 - Aug. 2025

- Managed and updated 75 sustainable product documents across multiple platforms, coordinating the end-to-end process, ensuring timely completion and accurate completion
- Optimized the data cleaning workflow by developing Excel VBA macros and leveraging generative AI to automate 12 of 16 manual steps, reducing processing time by 75% and improving data accuracy
- Streamlined marketing project management by documenting workflows for Open Text Media Manager, facilitating 25+ legal reviews, and coordinating 80+ project assignments, improving project coordination

Influencer Marketing Intern

La Jolla, CA

Kopari Beauty

Jan. 2025 - May 2025

- Reinforce influencer strategy, activation, and PR initiatives, contributing to product outreach, experiential marketing, and social media moderation
- Monitor 100+ influencers' performance and campaign success using Excel and Tribe to optimize engagement
- Contribute to product launches by collaborating with teams to create impactful influencer partnerships

Marketing Communications Intern

La Jolla, CA

Axos Bank

May 2024 - Aug. 2024

- Drove social media campaigns for active channels, including Instagram, Facebook, LinkedIn, and X, through storyboarding and graphic design, resulting in a 154% increase in audience engagement
- Assisted in planning and executing social media video projects for Instagram Reels by filming and editing content using Final Cut Pro, streamlining workflows to ensure timely delivery and maximize audience engagement
- Authored and distributed 2 corporate newsletters, conducting interviews and using ContactMonkey to optimize the article's design, leading to a 437% increase in total clicks

CONSULTING PROJECTS

Google Paid Search Ad Campaign

San Diego, CA

University of San Diego Marketing & Communications

Feb. 2026 - May 2026

- Developed Paid Google Search Ads to promote and raise awareness of the Shiley-Marcos School of Engineering
- Targeted prospective undergraduate engineering students using a \$900 budget over the course of 3 months
- Performed keyword research and Google trend analysis to develop and adjust ads through an iterative process over 3 rounds of ad modification
- Results: Total Clicks: 1,170, Total Impressions: 15,937, CTR: 7.34%

Digital Marketing Competition

San Diego, CA

Frozen Garden Smoothies

Feb. 2026 - Apr. 2026

- Competed against 295 teams internationally to develop a digital marketing campaign for client, Frozen Garden
- Conducted consumer research on Prolific data panel using \$250 budget to identify target market and key consumer preferences and behaviors
- Identified budget allocation spend of \$250,000, 1-year campaign timeline, and key performance indicators for proposed strategies

SKILLS: Search Engine Marketing (SEO & Paid), Semrush Platform, Email Marketing, Social Media Platforms (Instagram, TikTok, X), Canva, Asana, Sprout Social, Adobe Creative Suite, Adobe Workfront, Microsoft Office, Tableau