

# SOPHIA WEIS

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## EDUCATION

### University of San Diego, Knauss School of Business

San Diego, CA

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

Expected May 2026

- Relevant Coursework: Fundamentals of Marketing, Marketing Research, Consumer Behavior, Global Marketing, AI in Marketing, Marketing Strategy, Digital Marketing

### Universidad Pontificia Comillas

Madrid, Spain

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

Aug. 2024 - Dec. 2024

## 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

## LEADERSHIP EXPERIENCE

### Executive Vice President

San Diego, CA

Phi Chi Theta - Zeta Upsilon Chapter

Aug. 2025 - Present

- Coordinated executive board meetings with 10 officers, setting agendas and facilitating collaboration on key initiatives such as recruitment week and new member onboarding for 30 active members
- Planned and executed alumni engagement events each semester, managing timelines, logistics, and communications to strengthen active-alumni connections

### Academic Peer Advisor

San Diego, CA

University of San Diego - Knauss School of Business

Aug. 2025 - Present

- Advised 50-70 business students per semester in one-on-one meetings, providing guidance on course selection, degree planning, scheduling, and study abroad opportunities
- Managed the peer advising social media presence by building a content calendar and creating Canva posts to increase student engagement with resources

**SKILLS:** Social Media Platforms (Instagram, TikTok, X, LinkedIn), Canva, Asana, Sprout Social, Adobe Creative Suite, Microsoft Office, Tableau, Google Gemini, Veo, Basecamp, Adobe Workfront,