

Sophia Dowie

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EDUCATION

University of San Diego, Knauss School of Business
Bachelors of Business Administration in Marketing and Finance

San Diego, CA
May 2025

- Minors in International Business and Spanish
- Honors: Magna Cum Laude, 3.80 GPA
- Study Abroad - Madrid, Spain (Fall Semester, 2023)

EXPERIENCES

Retail E-Commerce Marketing Intern | Power Digital Marketing Agency | San Diego, CA **Aug 2024-Dec 2024**

- Evaluated market positioning for an apparel brand and proposed a strategic plan to expand its presence on Amazon, driving revenue growth and brand awareness
- Conducted in-depth keyword research using Helium 10, identifying high-impact keywords and providing recommendations to clients to optimize product visibility and search rankings on Amazon
- Audited clients' Amazon product listings, assessing titles, images, descriptions, and keywords to enhance listing effectiveness
- Supported Retail Marketing Team strategists & directors on strategy, production, and client work
- Completed trainings and tasks to understand and facilitate clients' strategy for selling products on Amazon

Real Estate & Marketing Intern | Summit Sotheby's International Realty | Park City, UT **Jun 2024-Aug 2024**

- Managed social media content for YouTube, Facebook, and Instagram, promoting properties to enhance online engagement
- Created interactive marketing materials featuring renderings & visual plans to market development properties to potential buyers
- Assisted with open houses by engaging with real estate agents and fostering connections with prospective clients

RELEVANT ACADEMIC PROJECTS

Financial Projections & Valuation Project | Financial Statement Analysis Course | University of San Diego **Spring Semester 2025**

- **Objective:** Built a 10-year financial model for Meta, analyzing historical performance and projecting future financials to assess long-term growth potential
- **Execution:** Conducted ratio analysis and developed valuation models using DCF and comps to estimate company value
- **Result:** Wrote an investment report highlighting financial performance, profitability, AI-driven growth, and capital allocation

Blockchain Project | Crypto/NFTs/Blockchain/DeFi Course | University of San Diego **Spring Semester 2025**

- **Objective:** Designed a blockchain-based solution to streamline global visa processing, addressing inefficiencies like long wait times, repetitive paperwork, and privacy concerns
- **Execution:** Developed OmniEntry, a smart contract and ZKP-powered platform enabling secure, user-owned digital IDs and tamper-proof visa verification through a permissioned blockchain
- **Result:** Positioned OmniEntry for real-world scalability by identifying a \$3B market opportunity, proposing a government integrated revenue model, and differentiating from existing travel tech solutions

Google Paid Search Ad Campaign | Digital Marketing Course | University of San Diego **Fall Semester 2024**

- **Objective:** Led a semester-long Google Paid Search Ad campaign for the Knauss School of Business, managing a \$10,000 Google Ads budget over 10 weeks to increase visibility and drive engagement among current and prospective students
- **Execution:** Conducted keyword research and Google Trends analysis, refined ad copy (headers, descriptions, and display paths), and leveraged search optimization strategies through an iterative process. Presented key findings and insights to stakeholders
- **Result:** Achieved 3,814 total clicks, 54,270 impressions, and a 7.03% click-through rate over three rounds of ad modification

Marketing Research Project - Zara Online Retail | Marketing Research Course | University of San Diego **Spring Semester 2024**

- **Objective:** Identified a marketing challenge and conducted qualitative and quantitative research to improve a marketing strategy
- **Execution:** Analyzed Zara's website and competitors to identify user experience issues. Designed a survey using Qualtrics (50+ responses) and conducted statistical testing in R Studio to assess usability factors like navigation and product display
- **Result:** Delivered strategic, data-backed recommendations to improve website navigation and product layout, aiming to optimize user engagement and satisfaction

SKILLS & CERTIFICATIONS

- **Skills:** Canva, Social Media (Instagram, TikTok, Facebook, LinkedIn, X), Qualtrics, Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Form), Zoom, R Studio, SPSS, Amazon Seller Central, Asana, Slack, Helium 10, WIX
- **Certifications:** MOS Excel, Social Media Simternship
- **Languages:** Spanish (fluent, bilingual)