



# SOPHIA ISABEL KUNJU HERRERA

Atlanta, Georgia  
404-725-3195  
[www.sophiaisabel.design/](http://www.sophiaisabel.design/)  
[sophiaisabeldesigns@gmail.com](mailto:sophiaisabeldesigns@gmail.com)

 [instagram.com/sophiaisabel.designs/](https://www.instagram.com/sophiaisabel.designs/)

 [linkedin.com/in/sophiaisabel](https://www.linkedin.com/in/sophiaisabel)

## Education

Savannah College of Art and Design (SCAD)

M.F.A. Luxury and Brand Management,  
Anticipated Graduation June 2022  
GPA 3.76

B.F.A. Fashion Design  
Graduated 2019

## Skills

**Design:** Drawing, Patternmaking, Fashion Illustration by Hand and Computer, Draping, Hand and Machine Sewing, Construction

**Softwares:** CAD, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft Office, OnBase, Cambar, FoxPro, Canva, Mac & PC proficient, APTTUS, ARIBA, Salesforce, Simon Reporting, Customer Relationship Management (CRM)

**Languages:** English (fluent), Spanish (fluent), Malay (conversational)

**Soft Skills:** Time-Management, Organization, Communication, Public Speaking, Team-Oriented, Leadership, Adaptability, Detail-Oriented, Problem Solving, Strategic Planning, Customer Service, Dependable, Strong Work Ethic, Multitasking, Positive Attitude, Project Management, Delegation, Mentorship,

## Awards

SCAD Entrepreneur Scholarship (M.F.A)  
SCAD Achievement Scholarship (M.F.A)  
Deans List- Winter 2016, Fall 2016, Fall 2017, Winter 2018  
Student Incentive Scholarship (B.F.A)  
SCAD Achievement Scholarship On Campus (B.F.A)  
SCAD Achievement Honor Scholarship (B.F.A)

## Achievements

Out To Launch Participant (May 2019)  
LEAD Student Leadership Ambassador  
(February 2018, March 2019)

## Volunteer

LEAD Student Leadership Conference, Volunteer (March 2019)  
LEAD Student Leadership Conference, Volunteer (February 2018)

## Industry Experience

**GNC (Remote) Assistant Merchant Intern (Food/Drink & Wellness Category) (August 2021 - Present)**

Created and Reviewed APTTUS vendor agreement contracts  
Reviewed weekly sales for top skus  
Created New Item Forms (NIF), Vendor Item Forms (VIF), Open To Buy Forms (OTB) and ARIBA Organization files for new vendors  
Led weekly meetings with Food/Drink Buyer, Wellness Buyer  
Created Food & Drink, and Wellness Tracker document for bi-weekly marketing meetings  
Plotted out promo calendars for the holiday season  
Assisted with month to month planograms

**GNC (Remote) Merchant Intern (Health & Beauty Category) (June 2021 - August 2021)**

Planned, led, and executed GNC's Beauty Summit Event

- Discussed current trends in the beauty industry, marketing opportunities, and innovation with current key vendors
- Formed partnerships with potential vendors
- Presented value propositions for potential partnerships with GNC
- Analyzed competitive shopping
- Presented and executed a beauty trend report
- Recommended 3 brands GNC should move forward with - Achieved to bring one brand into Q4

Assisted other merchants with daily responsibilities as necessary

**Girls in Grace Atlanta, GA Creative Director (December 2020 - May 2021)**

Collaborated with a team of 14 members to promote the brand and discuss sales, products, and more  
Overlooked sales projections through purchases from customers  
Researched and analyzed different costs choices for different products for the brand  
Researched suppliers and manufacturers for products to be made

## On-Campus Experience

**SCAD Student Representative Atlanta, GA Workstudy (September 2021 - Present)**

Educated prospective students on what the university has to offer in the programs of study  
Assisted the admissions team with call center  
Managed front desk duties in the admission center  
Composed school tours on a weekly basis

**SCAD Orientation Assistant Atlanta, GA Workstudy (September 2020-Present)**

Assisted in helping out to welcome over 700 new students every year during the orientation days  
Relieved anxiety and nervousness from incoming new students and their families

**First-Year Experience (FYE) Peer Mentor Atlanta, GA Workstudy (September 2020-Present)**

Advised first-year students with any concerns they might have  
Encouraged freshman students to be involved on campus

**SCAD Fashion Museum Docent Atlanta, GA Workstudy (March 2020 - Present)**

Assisted with tours of fashion exhibitions in the museum  
Worked the front desk reception in welcoming guests and helping them purchase their tickets