

SOFIA TORRES CACERES

Fashion Marketing | Creative Direction | Fashion Journalism

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EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN 2020 - 2024 | GPA: 3.93/4

B.F.A in Fashion Marketing & Management.

Minor in Fashion Journalism.

AWARDS & HONORS

Issued by Savannah College of Art & Design

DEAN'S LIST

2020 - present.

ACHIEVEMENT HONORS SCHOLARSHIP

2020 - present.

ACADEMIC HONORS SCHOLARSHIP

2020 - present.

SKILLS

Adobe Creative Suite
Microsoft Office
Excel Certified
Canva Pro Suite
Attention to detail
Teamwork/collaboration
Time management
Analytical problem solving

CERTIFICATIONS

INSIDE LVMH CERTIFIED
Promotion October 2023

EXCEL ESSENTIAL TRAINING
National Association of State
Board of Accountancy

PROFESSIONAL EXPERIENCE

PECARÍ

Fashion Business Intern (feb. 2024 - present)

Implemented marketing and sales strategies, conducted market trend analysis, and contributed to customer relationships.

Achievements

- Developed and executed a social media and website strategy to attract Generation Z.
- Designed and launched a social media marketing campaign that increased follower engagement by 30% in three months.

YUNUS TEXTILES X SCADPRO

Merchandising Project Manager (Mar. 2024 - June 2024)

Worked with Yunus Textiles in a new bedding line for Gen Z, focused on investigating the marketing, product development, and merchandising.

Achievements

- Designed three bedding collections using diverse textile options available in the market.
- Collaborate with a team of 20 members, managing tight deadlines and interdisciplinary collaboration.

SHOP VIDA TRANQUILA

Artist & custom artwork designer (jun. 2020 - present)

Founder of Shop Vida Tranquila, creator of custom mixed-media artworks, and digital strategy manager.

Achievements

- Acquired a heightened positioning within the art market through an increased art value of 50% in two years.
- Implemented a social media strategy on TikTok to create viral content and increase sales by 20%.

FIVE YEARS APART

Social Media Marketing Intern (jun. 2022 - ago. 2022)

Responsible for implementing social strategies, content creation across digital platforms, and social scheduling.

Achievements

- Implemented a social media strategy for AIRLAB to reach 400 followers across social media platforms in 3 weeks.
- Generated a digital standing for Nutrius Body Butter through a social media strategy across Instagram and TikTok.