**Sofia Bowater**

Dunn Loring, VA 22027

bowatesa@dukes.jmu.edu | LinkedIn: sofiabowater

**EDUCATION**

**James Madison University (JMU) Harrisonburg**, **VA** Bachelor of Business Administration: Marketing Expected Graduation: May 2025

Minor: Italian

Cumulative GPA: 3.3

**EXPERIENCE**

**CAVA Tenleytown, DC**

*Customer Experience Intern June 2024-August 2024*

* Gained proficiency in Yext and Kustomer, utilizing the platforms to enhance customer support processes and overall satisfaction
* Developed comprehensive presentation of Surprise and Delight techniques, showcasing actionable strategies for delivering exception customer experiences

**Red Stapler Records Fairfax, VA**

*Internship July 2023-September 2023*

* Created promotional fliers, communicated with bands, and researched venues for performances
* Assisted in the website development on WIX to display published music and provide background information on artists

**CAVA** **Merrifield, VA** *Team Member* December 2021- August 2022

* Worked seasonal hours, serving customers and providing any insight needed
* Managed the register of $300 and supported the general manager in counting the cash when completing closing shifts, as well as taking inventory

**LEADERSHIP AND ACTIVITIES**

**Alpha Sigma Alpha,** Beta Epsilon Chapter, JMU  **Harrisonburg, VA**

*Member* September 2022-Present

* Uphold the values of the alpha sigma alpha sorority
* Actively completing community service hours each semester and upholding sorority GPA of above 2.8

*Philanthropy Committee*

* Work with committee of 18 sisters committed to organizing and promoting the philanthropy events and fundraisers held by the sorority at James Madison University
* Actively participate in all fundraising and philanthropy events

**American Marketing Association,** JMU **Harrisonburg, VA** *President* September 2022-Present

* Leading a 70-member club with an 11-member executive team, fostering a collaborative and dynamic environment to execute high-impact marketing initiatives and events
* Coordinating with executive members to set the strategic direction for the club, ensuring alignment with both member interest and the broader goals of the university community

**TECHNICAL SKILLS**

-Intermediate Italian -Intermediate Spanish -Proficient in Microsoft Excel and Word -Canva