

SOPHIA STONE

419-349-3572 | scstone@wisc.edu | <https://www.linkedin.com/in/sophiacstone/>

EDUCATION

University of Wisconsin-Madison | Madison, WI

May 2026

Bachelor of Science: Consumer Science Behavior & Marketplace Studies, Minor: Digital Studies

- Cumulative 3.8/4.0 GPA
- Dean's List: Fall 2022, Spring 2023, Spring 2024, Fall 2024

IES Abroad | Sydney, Australia

February 2025 - June 2025

SALES & MARKETING EXPERIENCE

Inner Peak AI | Marketing & Sales Consultant, Business Development Intern | Remote

February 2023 - present

- Develop specialty sales strategy to campaign state-based mental health initiatives through Hubspot, B2B models, and cold calling to expand company's clientele and Series A funding by \$600k
- Secure meetings with prospective clients through direct-selling and cold calling
- Create online content to be pushed out on app and social media offering personalized mental health resources through digital marketing, E-consumer, and social analytics
- Assist in app development, media design, and code responses through user experience and user interface

Goldman Sachs Apprenticeship | Sales and Entrepreneurial Program | Remote

May 2025 - August 2025

- Selected to participate in 10,000 Women Program
- Analyzed opportunities, market segments, and competition for underrepresented, international start-up enterprise businesses
- Applied financial modeling, branding, and business development skills to support InnerPeak's monthly sales goals and user interface experience

Toyota | Supplier Relations Intern & Marketing Coordinator | Saline, MI (HQ)

May 2024 - August 2024

- Improved communication between procurement department and potential suppliers resulting in 250 prospective suppliers by developing a new supplier intake assessment for national and international suppliers
- Advertised annual Opportunity Exchange event by creating a social media presence and original content for department that reflected Toyota's brand and values
- Coordinated business development events for National Minority Supplier Development Council (NMSDC)

Lululemon | Visual Merchandise Lead, Guest & Sales Experience Lead | Toledo, Ohio

October 2021 - August 2023

- Repeatedly recognized for sales and customer service excellence by increasing monthly sales rate by 50%
- Learned and fulfilled store operations and corporate expectations through B2C sales and eCommerce

CONSUMER BEHAVIOR & DATA ANALYTICS EXPERIENCE

Solidcore | Core Crew Customer Relationship Manager & Brand Ambassador | Madison, WI

December 2022 - May 2023

- Drove membership growth and community retention through wellness-driven touchpoints

The Advisory Group | Database Developer & Research Intern | Remote

August 2022 - December 2022

- Hired by entrepreneur/founder of healthcare consulting startup to create database of healthcare leaders to shape marketing efforts
- Conducted research and data analytics of over 1,000 national healthcare systems to create a functional database reference

LEADERSHIP & SERVICE EXPERIENCE

Mind. Body. Badger | President & Events Coordinator | Madison, WI

August 2022 - present

Hopelessly Yellow | Co-founder, Web Designer, DEI Director | Madison, WI

November 2023 - present

Advocates for Alzheimer's | Field Volunteer | Madison, WI

October 2023 - present

SKILLS & INTERESTS

- Fluent in Spanish, LYT 200 HR yoga, and Asian philosophy certification
- Proficient in Digital Marketing, E-consumer, E-marketing, Customer Relationship Management, Sales and Channel Management, B2B sales, B2C Sales, Branding Insights and Analytics, UX & UI, and brand strategy
- Proficient in MS Office, MS Power BI, MS Excel, Adobe Suite, SPSS, HubSpot, PowerPoint content creation, social media, marketing analytics, statistics, logistical organization and coordination, critical thinking, active listening, collaboration, negotiation, time management, service orientation, decision making, interpersonal communication
- Preliminary proficiency in python and HTML
- Enjoys fashion, traveling, public speaking, collaborating, organizing, pilates, yoga, philosophy, health and wellness, reading, dogs, podcasts, and focused on personal development and communications