



Sophia Adaya Florendia Frisby

Branding, Marketing and  
Social-Media

CONTACT

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LOCATION - Norfolk



Sophia Frisby



@sophiaflorendia



Sophia Frisby

EDUCATION

Norwich University of the Arts  
BA (Hons) Fashion Communication and Promotion

East Norfolk Sixth Form College  
Art and Design Foundation Diploma - Merit

3 x A Levels - Textiles, Creative Writing and Applied Science

Great Yarmouth High School  
8 x A\*- C GCSE

SKILLS

- Can do attitude
- Adobe software
- Microsoft software
- Organised
- Resourceful and adaptable
- Complete work to strict deadlines
- Communication skills
- Sell via face, email and over phone
- Attention to detail
- Project development and management
- Flair for typography and digital illustration
- Engaging and innovative content
- Visual and creative communication
- Ambitious and loyal
- Drivers license
- 7+ years of sales experience

EXPERIENCE

MAY 2020 - SEPTEMBER 2021

Harrods Outdoor- Sales Coordinator

- Running social media for Harrods Outdoor - Facebook and Instagram
- Running meetings to help and encourage other colleagues on their selling journey
- Top of sales each month
- Sell through different platforms - Facebook Marketplace, eBay, Gumtree, email and over the phone
- Face to face selling, advising what would be best for their needs including; soil type, plant growth etc
- Beach cleans to go alongside our blogs
- Writing blogs for our website
- Outdoor labour - potting up, packaging plants, unloading deliveries, cuttings, fertilising plants etc

JULY 2017 - PRESENT

Clarks - Sales Assistant

- Store merchandising
- Window displays
- Working with my manager in interviewing employees
- Training new employees at Clarks
- Top of KPI's for the year
- Trained shoe fitter and foot measurer
- Communicate with both children and adults through their selling journey
- Working as a team to hit targets

NOVEMBER 2016 - JANUARY 2017

River Island - Sales Assistant

JULY 2015 - MARCH 2017

Utopia - Sales Assistant

JUNE 2015 - JULY 2015

Time and Tide Museum - Work experience