



# Sophie Melrose

## Undergraduate Student

**PROFILE:** I am an Undergraduate student studying a Bachelor of Commerce at the University of Sydney (USYD), majoring in Marketing and Design. I have a passion for the Design Thinking process and its role in driving commercial outcomes through analytical thinking and problem solving.

Graduating in 2024, I am eager to work in an environment in which I can learn from and collaborate with great minds as I utilise the skills I have fostered throughout my time studying both in Sydney and abroad.

## Contact

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## Education

2021-2024  
**Bachelor of Commerce (Design and Marketing)**  
University of Sydney (USYD)

2023  
**Experience Design**  
University of the Arts (UAL), London

2015 - 2020  
**Higher School Certificate (HSC)**  
Kincoppal-Rose Bay, Sydney

## References

References provided upon request.

## Work Experience

### 11/2023 - Current

Arms of Eve | Mosman

#### Retail Associate

- Offer hands-on assistance to customers, assessing their needs and maintaining current knowledge of consumer preferences and our product offerings.
- Operate multiple company spreadsheets on Microsoft Excel to ensure accurate and streamlined communication between retail stores and Head Office.
- Manage and predict inventory levels for the following week, ensuring stock levels are accurate.
- Effectively address customer concerns and deliver resolutions.
- Worked collaboratively with team members to achieve sales goals and maintain a positive work environment.
- Cash register operations including opening, conducting customer transactions, balancing drawer, operation of POS systems.
- Adhered to company policies and procedures, including safety and security protocols.

### 11/2023 - Current

The Glenmore Hotel | Sydney

#### Waiter and Bar Staff

- Manage bookings for services via phone calls, developing strong communication skills with patrons.
- Prepare and serve alcoholic and non-alcoholic beverages, subsequently problem solving in situations with intoxicated patrons.
- Training new staff members on procedures, working collaboratively with team members in a leadership role.
- Contribute to a positive work environment through effective teamwork and communication.
- Strong ability to work under pressure, especially when managing functions and individual customer concerns or enquiries.

### 11/2022 - 07/2023

Orangetheory Fitness | Mosman

#### Administrative and Social Media Operations

- Involved closely in the redesign and implementation of a customer journey map for client acquisition and retention.
- Enhanced brand visibility by developing and implementing comprehensive social media strategies.
- Boosted audience engagement with the creation of compelling content for various digital platforms.
- Cultivated strong relationships with members, addressing inquiries and concerns promptly and professionally.
- Conducted market research and analysed performance metrics to identify strategies for growth.
- Provided administrative support, including phone management, schedule coordination, and payment processing.

# Capability

## Technical Skills:

- Proficient in Adobe XD, Illustrator, InDesign and Photoshop.
- Proficient in SPSS Statistical Modelling software.
- Experienced using FIGMA Digital Prototyping Software.
- Predictive modelling to predict future buying behaviour.
- Experience working with Asteroid to analyse Roy Morgan data.
- Microsoft Excel
- User Research, Testing, and Prototyping
- Visualisation and reporting

## Critical Thinking and Problem Solving:

Able to translate ideas and discussions into practical solutions, deriving key insights from statistical evidence and big data.

## Natural Leadership and Teamwork:

Ability to work both autonomously and in a high performing team. Has experience working in groups across multiple disciplines and cultural diversities, exhibiting a strong sense of leadership in the empowerment of team members and ability to clearly communicate a strong vision and direction.

## Natural Communicator:

Highly capable communicating with a range of individuals across a variety of topics and thrives in challenging debates. Excels in written, verbal and visual communication in the form of public speaking and the design of professional visual reports to communicate complex concepts and ideas.

## Emotional Intelligence:

Able to recognise and manage individual emotions, as well as that of colleagues and team members. Exhibits strong relationship management skills in the resolution of conflict and the ability to collaborate and influence others positively.

## Openness to Growth and Feedback:

Has a strong sense of curiosity and desire to learn, approaching work and life with a growth-mindset and strong self-awareness.

## Work Ethic and Time Management:

Can effectively prioritise tasks and allocate time and resources accordingly. Able to hold oneself accountable in the completion of all tasks in a timely manner and to a high standard.

## Self-Efficacy:

Strong belief in my ability to execute tasks and behaviours necessary to attain a high performance in all fields of work.

03/2021 - 09/2022

Innovations Physio and Pilates | Mosman

## Clinic Receptionist

- Delivered exceptional customer service while honing problem-solving abilities when responding to customer enquiries.
- Worked closely with management in the design and development of the clinic's website and rebranding initiative, enhancing its online presence and user experience.
- Redesigned and scheduled upcoming content on both Instagram and Facebook to enhance the company's social media presence.
- Initiated, designed and launched a company newsletter to build up client engagement and customer retention.
- Managed and coordinated multiple appointment diaries to ensure seamless scheduling and optimise clinic proficiency.
- Managed incoming and outgoing calls and emails.
- Worked under tight day-to-day deadlines.

# Relevant Experiences & Achievements

## Experience Design Course at the University of Arts London (UAL)

2023

- Participated in a short course studying the emerging discipline of Experience Design at the University of Arts London (UAL).
- Delved into the complexity of design thinking in the context of designing events, environments, product and services that transform the way attendees think, feel and behave.
- Learned specific methodology and techniques applicable across a range of sectors to improve the quality of interaction and depth of engagement with audiences.

## Team Leader and Dance Choreographer

2022

- Effectively led and mentored a diverse team of fifty students, both men and women, through choreographing and executing two dances of different genres - Jazz and Contemporary.
- Collaborated closely with my partner to conceptualise the routines, developing a strong vision and direction which inevitably resulted in the dances being awarded 2nd place in the intercollegiate competition.
- Uplifted and empowered team members to step outside of their comfort zone in training for a sport they may not have done before.
- Administered strict time management and strong leadership skills, problem solving under a tight deadlines whilst maintaining team morale and cohesion.

## SHAPE Nomination - HSC Design and Technology Major Work

2020

- HSC Design and Technology major work centred around the underuse of algae as a sustainable source of energy and sustenance.
- The major work was recognised by markers for its creativity and critical thinking, as well as its iterative design process resulting in a final product that effectively met the requirements of the brief.