

Sophie L. Horsley

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EDUCATION

Brigham Young University Marriott School of Business

Bachelor of Science, Experience Design and Management

- GPA 3.89

Apr 2026

Provo, UT

RELEVANT EXPERIENCE

BYU Career Services

Event Team Lead

Aug 2023-May 2026

Provo, UT

- Led and trained a team of 3 student employees to support the planning and execution of 12 campus-wide career fairs and multiple networking events, coordinating onboarding, team meetings, and day-of event readiness
- Managed event timelines, schedules, purchasing, and setup logistics for 31+ events serving 3,300+ students, improving operational efficiency and ensuring smooth on-site execution
- Coordinated venue logistics, event supplies, purchases, and vendor-related details for 50+ events ranging in scope and purpose, ensuring ease of setup and execution
- Managed registration processes and event communications for 1000+ employer representatives, contributing to an average of 94% attendee satisfaction across all events

Summer Intern, Marketing & Strategy Focus

Apr 2025-Aug 2025

- Implemented Microsoft Planner templates and trained 2 team members, increasing task visibility, accountability, and coordination across 4 simultaneous event projects
- Redesigned an annual open house into a campus-wide tabling series and created a targeted “Career Snapshot Quiz” that engaged 2,000+ students, strengthened outreach, and generated data to improve future event strategy
- Improved the student experience on the Career Services website by applying design thinking principles and usability testing, reducing low traffic pages and clicks by 20%

ZYIA Active

Customer Service Representative

Jun 2020-Nov 2021

Draper, UT

- Delivered exceptional customer service to 75+ clients daily through email, chat, and phone, resulting in 50+ positive reviews
- Integrated representative and customer feedback into clothing lines, policies, and website updates through monthly collaborations, leading to improved product offerings and user experience

PayWut

Warehouse Associate

Jun 2023-May 2024

Salt Lake City, UT

- Photographed and listed 60+ inventory items daily, increasing visibility and sales for online products

VOLUNTEER EXPERIENCE

The Church of Jesus Christ of Latter-day Saints

Volunteer Representative

Nov 2021-May 2023

Berlin, Germany

- Organized 20+ cultural and language exchange events, fostering intercultural understanding and strengthening relationships between residents and volunteers

Food and Care Coalition

Volunteer

Feb 2024-Present

Provo, UT

- Greeted and served patrons warmly, promoting a welcoming environment for diverse populations

SKILLS

- Technical Skills: Microsoft Office (Excel, PowerPoint, Word), Adobe (Illustrator, InDesign, Photoshop), Tableau, Qualtrics, Canva, Microsoft Planner, Trello, Canvas
- Professional Skills: Event Planning, Event Logistics, Stakeholder Communication, Registration Management, Team Leadership, Problem Solving, Organization, Attention to Detail