

# SOFIA GONZALES

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## PROFESSIONAL SUMMARY

Motivated marketing-oriented professional with strong experience in customer engagement, visual merchandising, and brand presentation across retail and service environments. Demonstrated success in improving store appearance, driving customer loyalty, and increasing sales through strategic product display and targeted customer interactions. Skilled in communication, documentation, teamwork, and executing brand-aligned initiatives. Adept at translating customer behavior into actionable insights to support marketing and operational goals.

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## CORE SKILLS

- Customer engagement & relationship building
  - Visual merchandising & brand presentation
  - Market trend awareness
  - Content creation (product display, visual layouts)
  - Documentation & reporting
  - Team leadership & collaboration
  - Problem-solving & attention to detail
  - Cash handling & POS systems
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## EXPERIENCE

### Warehouse Clerk

**Barnes and Noble Distribution Center, Reno, NV** | *Aug 2025 – Present*

- Supported accurate processing and organization of merchandise, helping maintain product flow for timely distribution to retail locations.
  - Documented inventory data with high accuracy, ensuring alignment with delivery schedules and promotional cycles.
  - Collaborated with team members to maintain efficiency and meet daily operational goals.
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## **Assistant Store Manager**

**Fabletics, Roseville, CA** | *Jun 2023 – Jul 2025*

- Enhanced store appearance and visual merchandising strategies to support brand standards and boost customer engagement.
  - Analyzed daily sales trends to recommend layout changes that increased product visibility and supported promotional objectives.
  - Developed customer-focused initiatives that strengthened brand loyalty and encouraged repeat visits.
  - Led and trained staff on customer experience expectations, contributing to a cohesive, high-performing team.
  - Managed cash handling, reporting, and daily operations with strong attention to accuracy and detail.
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## **Dog Daycare Attendant**

**Dogtopia, Rocklin, CA** | *Jun 2022 – Aug 2022*

- Communicated clearly and professionally with pet owners, providing updates and ensuring confidence in services.
  - Maintained organized environments aligned with safety and brand quality standards.
  - Documented pet care needs and followed detailed instructions to ensure excellent service delivery.
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## **Cashier**

**T.J. Maxx, Roseville, CA** | *May 2021 – Jun 2022*

- Delivered high-level customer service by assisting with purchases, locating items, and promoting store programs.
  - Managed POS transactions with accuracy to support positive shopping experiences.
  - Executed visual merchandising tasks including stocking, tagging, and product presentation.
  - Supported store marketing efforts by explaining promotions and rewards programs to customers.
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## **EDUCATION**

**Bachelor of Arts (B.A.), Business**

University of Nevada Reno, Reno, NV — *May 2027*

**Associate of Arts, Business Administration**

Sierra College, Rocklin, CA — *May 2025*

**Business Administration Coursework**

University of Puget Sound, Tacoma, WA — *May 2025*