



# SOPHIE BATE

## Graduate of Maynooth University

My name is Sophie Bate and I have completed my Bachelor of Arts Degree in Marketing & Media at Maynooth University, receiving a 2.1 result. Through the course of my degree I have uncovered a passion for brand strategy, website design, customer behaviour and content production.

## EDUCATION

**2022- 2025**

*National University of Ireland Maynooth*

• **Bachelor of Arts in Marketing and Media**

• Overall 2.1

**2016-2022**

*Colaiste Bhríde, Carnew*

• Leaving Certificate

## STRENGTHS

Communication

90%

Digital Trends & Social Media Awareness

95%

Content Creation

95%

Writing & Editing

90%

## TECHNICAL SKILLS

- **Canva**
- **Adobe Creative Suite**
- MS Excel, Word, PowerPoint
- Brand Simulation: SABRE
- WordPress & Wix
- Video Editing: InShot & CapCut

## CONTACT

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County Wicklow, Ireland

## EXPERIENCE

**May 2022- August 2022**

**The Brooklodge Hotel, Macreddin Village**  
*Kitchen Porter*

- Maintaining a clean and organised kitchen environment, ensuring adherence to health and safety standards.
- Supporting the smooth operation of a fast paced kitchen, managing waste disposal and promptly handling washing & cleaning of equipment.

**May 2023- Present**

**Tesco Ireland**

*Customer Assistant*

- Assisting customers with inquiries, locating products & resolving issues efficiently.
- Maintaining stock levels & ensuring displays are organised and visually appealing to align with brand goals.
- Gaining insight into customer behavior and product preferences.
- Applying communication skills to increase customer engagement and satisfaction.

**Present**

**Freelance Marketing & Content Creator**

*www.socialbysophie.net*

- Built and manage a personal brand and website showcasing marketing and content creation services.
- Creating and curating engaging Instagram content to grow an audience and increase reach.
- Developing social media strategy, analysing engagement metrics, and optimising content for performance.
- Working with small businesses to help with branding, and engaging content that aligns with brand identity.