

Sophie Floyd

(901) 421-9490
sophieefloyd@gmail.com
sophieefloyd.com

Education

Washington University in St. Louis

Sam Fox School of Design & Visual Arts
Bachelor of Arts in Communication Design, May 2025
Minor in Architecture

Santa Reparata International School of Art

Study Abroad Program, Spring 2024
Florence, Italy

Work Experience

National Blues Museum St. Louis, MO

Development Intern June—August 2023
Directed layout design for Spring 2023 edition of *The Barrelhouse Post*, the museum's quarterly magazine; designed promotional materials, including flyers and brochures for concert programming; represented the museum at community events, distributing membership information at local music events and Blues on the Block, the museum's weekly summer concert series

Found. Vintage St. Louis, MO

Sales Associate May 2024—February 2025
Prepared wholesale vintage apparel for retail through laundering, tagging, and merchandising each item; maintained color-coordinated and visually cohesive clothing racks and product displays; processed sales using POS system; advised customers on product selection, sizing, and styling

Blues City Thrift Memphis, TN

Housewares Assistant Manager June—August 2021, December—January 2022, June—August 2022, December—January 2023
Merchandised and priced 70—90 donated houseware items daily, including ceramics, appliances, and home decor; curated and maintained houseware sales floor; constructed quarterly storefront window display

Skills

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, and Lightroom Classic; Microsoft Office 365 suite; social media content design and management; DSLR photography and camera operation

Leadership

ArtMart St. Louis, MO

Co-founder July 2023—May 2025
Established and organized a biannual WashU student art market highlighting clothing, jewelry, photography, and art vendors; managed vendor relations across 40—50 participants per market, supervising application review, communication, and distribution of resources; advised the marketing committee responsible for print collateral and Instagram post and Reel content

Sam Fox Art Council St. Louis, MO

President September 2022—May 2025
Led a 10-member student council serving the WashU College of Art through programming, exhibitions, and community-building initiatives; initiated and devised the structures of semesterly events, including ArtMart, Doodle Night, an art exhibition with the Office of the University Registrar, and a student formal; established cross-functional committees for design, social media, engagement, events, and fundraising; directed artist curation and communications for the *Art as Connection* exhibition, presented in Spring 2024

Armour Magazine St. Louis, MO

Director of Photography August 2024—May 2025
Managed photo selection, editing, and retouching for editorial content of Seasons 33 and 34
Stylist August—May 2025
Creative Director August—December 2024
Layout Designer August—December 2023, January—May 2025

Extracurricular Involvement

KWUR 90.3 FM St. Louis, MO

Art Team Designer October 2023—May 2025
Designed format and select articles for Spring 2025 issue of *Sample*, KWUR's biannual music zine
Radio DJ January 2023—May 2025
Curated and hosted a weekly hour-long radio program featuring neo-soul, global funk, and R&B selections