

Keziah Sommers

Sommers@susqu.edu | (520)-208-3965 | www.linkedin.com/in/keziahsommers

EDUCATION

Susquehanna University, Selinsgrove, PA

May 2026

Bachelor of Science in Luxury Brand Marketing & Management, and Professional Sales
Sigmund Weis School of Business, AACSB Accredited

Gemological Institute of America, Carlsbad, CA

Expected Aug 2026

Applied Jewelry Professional

WORK EXPERIENCE

Sales Manager, Sommers Jewelers, Casa Grande, AZ

Feb 2018 - Present

- Manage inventory procurement and optimize stock levels to meet customer demand.
- Deliver personalized luxury client experiences, boosting customer satisfaction and repeat business.
- Facilitate jewelry repairs by assessing damage and communicating repair needs to clients.

Marketing Intern, Berkshire Hathaway Home Services Hodrick Realty, Lewisburg, PA *Sept 2025 - Apr 2026*

- Created engaging social media content targeting local home buyers.
- Developed email campaigns and monthly newsletters to support marketing initiatives.
- Built mailing lists and assisted with direct mail campaigns reaching 8,000+ recipients.

Luxury Brand Marketing Intern, Femponiq, London, UK

Sept 2024 - Dec 2024

- Created engaging social media content to increase brand visibility and audience engagement.
 - Analyzed audience metrics and trends to optimize content delivery and maximize reach.
 - Supported event planning and execution, enhancing brand presence at pop-up showcases.
 - Authored “The Healing Power of Slow Fashion” for Femponiq’s Blog.
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LEADERSHIP EXPERIENCE

Alpha Phi Omega: Service Fraternity

President

Jan 2025 - Dec 2025

- Oversee chapter operations and executive board management.
- Coordinate chapter service initiatives and community outreach projects.
- Mentor members and promote leadership development.
- Strengthen chapter presence through recruitment and outreach.

Zeta Tau Alpha: Social Sorority

Aug 2023 - May 2026

Director of Philanthropy & Service Chair, Apparel Chair, Social Chair

- Organized philanthropy, service, and social events to increase member engagement.
- Planned Think Pink Week events, chapter socials, and apparel initiatives.
- Coordinated member participation, apparel selection, and event logistics.

Future Business Leaders of America

Vice President

Aug 2022 - May 2023

- Led a diverse team of officers in planning and executing weekly meetings.
 - Established clear agendas and fostered a culture of inclusivity and active participation.
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HONORS & ACTIVITIES

Alpha Lambda Delta Honor Society | First-Generation Student | Susquehanna Women’s Rugby | Luxury Brand Marketing Club | Dean’s List

SKILLS

Social Media Marketing | Content Creation | Event Planning | Brand Strategy | Email Marketing | Client Relations | Leadership | Public Speaking | Microsoft Excel & PowerPoint | Instagram Analytics | Canva