

# Sophia Custodia

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## Overview

Kind, detailed oriented, advocate for change. With 14 years of sales and manufacturing experience in the cannabis industry.

## Career Progress

**Call Center & Delivery Consultant** - Harborside, Oakland, CA ▪ Oct 2019 - Dec 2020

- Superior customer service provides meaningful interactions to every patient developing customer retention.
- Demonstrated increase of sales drawing insight through stats and analytics.
- Maintain constant fluid communication with my team due to evolving delivery schedules and multiple locations.

**Event Staff - Highland Events**, Outside Lands, San Francisco, CA ▪ Aug 2019

- Cannabis concession sales for 200,000 people with contributions to one million dollars in sales
- Knowledgeable and compliant with current BCC standards
- Brand Ambassador for 30+ vendors including Cookies, Jetty Extracts, Kiva, Bloom Farms, Cresco, Flow Kana, Key, Lemon Tree, Eel River, Binske, Moxie and Lagunitas
- Budtending, consult with customers on the perfect cannabis product for the event, ringing up sales on the Blaze POS platform, ensuring customer pick up and packaging to BBC compliance

**Fulfillment & Edible Lab Technician I**—BAS Research, Berkeley, CA ▪ Jun 2018— Apr 2019

- Infusion of confectionaries, sublingual and topical tinctures and cosmetics according to SOP
- Efficient in packaging and assembly line in cannabis products
- Collaborate closely with team members, successfully delegated tasks to make the process of packaging inventory more efficient
- Implement labeling systems and documentation methods to limit discrepancies in unit counts

**Harvest Technician**— Independent Contractor, Bay Area, CA ▪ 2006— Present

- Dry trimming various Cannabis strains, sorting and processing materials, packaging
- Transparent communication with supervisors to receive feedback on how to improve performance and implementing changes in day to day responsibilities

**Edible Baker**—3Leaf, Berkeley, CA ▪ Feb 2018— Jun 2018

- Measured ingredients, mixed, portioned various recipes according to company SOP. Maintained a clean and sanitized workspace

**Jr. Stylist**—Bladerunners Hair Studio, San Francisco, CA ▪ Apr 2016 – Jun 2017

- Tailored technically advanced haircuts/color services, curated product layout and displays, coordinated educational events, product purchasing/inventory; Directed and advised new hires in reception, assisting client services, sanitation, STX proficiency, and social media marketing
- Foster strong industry relationships through networking and community building

**Retail Manager**—Victoria's Dance & Costume, Santa Cruz, CA ▪ Dec 2010 – Mar 2013

- Managed all aspects of costume and dance supply retailers. Specialty shoe fittings, hired and trained employees, store upkeep and displays, marketing/social media marketing

- Research and analyze sale statistics to determine inventory variances, organized/maintained inventory

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## Demonstrated Capabilities

**Production Machinery:** Maintain and troubleshoot all manner of labeling equipment both manual and automated, machinery for capping and closing, hand-operated and conveyor heat sealer, air compressors, high capacity scales

**Commercial Kitchen:** floor mixer, oven, dishwasher, kitchen and lab scales, induction burners, candy dispensing equipment

**Technical:** Sato Printer, Microsoft Office

## Essential Skills

Detail-oriented, extremely accurate & precision focused  
Strong math and analytical abilities  
Excellent written and verbal communication skills  
Collaborative management style  
Innovator and superior problem-solving abilities  
Ability to quickly learn and perform new tasks in a fast-paced environment  
Positive attitude and sense of humor  
Strong organizational and prioritizing abilities  
Excellent work ethics-- diligent, punctual, and flexible  
Strong phone and digital communication skills

## Education

**Graduate with Honors – Oaksterdam University, Oakland, CA ▪ 2011**

*Areas of Study:*

Legal: Federal vs. State Law  
Politics & History  
Civics: Legal Rights  
Horticulture  
Methods of Ingestions: Extracts and Vaporizing  
Cooking with Cannabis  
Science of Cannabis  
Economics  
Patient Relations  
Procurement and Allocation  
Advocacy and Politics  
Dispensary Operation  
Legal Business Structures

**Business for Cannabis Course Series – Magnolia Wellness, Oakland, CA 2018**

**California Food Handlers License – Current**

**Licensed Cosmetologist – The Cosmo Factory, Santa Cruz, CA ▪ 2014-Present**

Bumble&Bumble: Razor cut 101 & Cut foundation

Milbon Japanese hair straightening Certified

Experienced with Paul Mitchell, Matrix, Special Effects, Pravana, Bumble&Bumble, Milbon

**Sophomore Status – San Jose City College, San Jose, CA ▪ 2006**