

# FLORIST

*hospitalia*

2026

Florals By Sophie

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# HELLO! I'M SOPHIA

With 1.5+ years in freelance floral design, plant and garden care, and event + holiday arrangement creation, I elevate spaces by bringing thoughtful, client-led designs to life. What sets my work apart is that I've built my freelance floral experience alongside a robust career in corporate operations, so my creative instincts are underscored by strong business acumen and logistics management. Whether tailoring custom centerpieces, or managing garden operations, I collaborate closely with clients to deliver high-quality, sophisticated work.



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# FLORAL HIGHLIGHTS

## Floral Design

- Create 30+ custom arrangements/year
- Strengthen skills in installations, dutch-style bouquets, and hook/hairpin corsages

## Floral Care

- Align inventory with seasonality of flowers
- Formulate floral care routine (water, plant food recipe)
- Create hydration wraps to sustain quality of finished products

## Customer Service

- Received clientele through word-of-mouth marketing
- Developed intake workflow for multiple customer journeys that centers customer visions

## Operations

- Developed strong inventory-ordering practices
- Balanced Accounts Payable and Accounts Receivable books
- Incrementally shaped pricing strategy for multiple products

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# SAMPLE #1

## 1. Botanical Inventory

- Primary Line: *Consolida ajacis* (Pink Larkspur).
- Focal Masses: *Lilium asiaticum* (Orange Asiatic Lily) and *Chrysanthemum morifolium* (Pink Cremon Mum).
- Filler: *Limonium sinuatum* (Purple Statice).

## 2. Design Architecture

- Style: Asymmetrical vertical line design emphasizing negative space.
- Balance: Central vertical axis balanced by a low-right orange lily and an upper-left pink mum.
- Depth: Three-tiered framing (foreground lily, midground mum/statice, background larkspur).

## 3. Processing Note

- Anthers: Typically de-anthered in commercial settings to prevent pollen stains, but left intact here per the client's request to preserve the bloom's natural botanical integrity.



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# SAMPLE #2

## 1. Botanical Inventory

- Primary Line: Eucalyptus (vertical branch extension) and an unexpanded Liliium (lily) bud extending to the upper left.
- Focal Masses: Helianthus annuus (Sunflower), Rosa (Deep purple/velvet rose), Dianthus caryophyllus (Pink Carnation), and Chrysanthemum morifolium (Lavender/White Daisy Mums).
- Filler: Limonium sinuatum (Blue Statice) and textured red accent sprigs.

## 2. Design Architecture

- Style: Tight macro-focus crop of a dense asymmetrical mass arrangement.
- Balance: Counterbalanced asymmetry, using a dominant central-right yellow sunflower mass juxtaposed against a strong deep purple rose and an upward-reaching green lily bud on the left.
- Depth: Multi-tiered framing (foreground pastel daisy mums, midground high-contrast sunflower and rose focal points, background structural eucalyptus).

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# SAMPLE #3

## 1. Botanical Inventory

- Primary Line: Eucalyptus (central apex).
- Focal Masses: Rosa (Red Hybrid Tea Roses).
- Filler & Accents: Limonium sinuatum (Purple Statice) and Hypericum inodorum (Red Hypericum Berries at the base).

## 2. Design Architecture

- Style: Minimalist asymmetrical vertical line design.
- Balance: Flanked red roses on a central vertical axis, counterbalanced by a heavy cluster of statice on the lower left.
- Depth: Three-tiered structure (foreground hypericum berries, midground staggered roses/statice, background eucalyptus).

## 3. Processing Note

- Guard Petals: Standard protocol requires stripping protective outer guard petals for a clean profile, but they were left intact here per client request to preserve a raw, unmanipulated aesthetic.



ROMANTIC