

SOFIA PANAYIDES

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EDUCATION:

University of San Diego

Expected Spring 2020

BA: Marketing

Minor: Leadership

- Honors Program Board member: *Director of Public Relations*
- Student International Business Council: *Chief Communications Officer*

American International School in Cyprus

Spring 2014

MARKETING EXPERIENCE:

Famous Sports, Marketing Department Intern

Winter-Summer 2016

- Developed as a key-member in online marketing, advertising and branding decisions, as well as initiated and addressed adaptive challenges within the company.
- Maintained social media brand identity, consulted and assisted in the brainstorming, execution and finalization of advertising campaigns, worked on the technical maintenance of the online shop, handled customer complaints and dissatisfaction.
- Involved with departments and projects beyond the limits of my job description in ensuring the best possible method of managing challenges on a day to day basis.
- Received a full-time job offer upon completion of internship.

Socialway eServices, Intern

Spring-Fall 2015

- Developed into a key-member in eMarketing consulting for entrepreneurs and world-known companies using social media, online advertising and SEO strategies, and received a job offer.
- Researched, wrote and edited content for Websites. Translated, wrote and revised emails, Facebook posts and texts.
- Received a full-time job offer upon completion of internship.

Motion Art Studio, Event Management/Public Relations, Pilates Assistant

2010-2016

- Organized, managed and coordinated large events and two-day shows of 400 participants for Motion Art Dance Studio while managing a strict budget.
- Created, managed and strengthened the advertising and publicity of the company's Facebook and web page.
- Assisted as a Pilates instructor in both mat and equipment classes due to my eight years of experience with Pilates training and intensive coaching from 2013-2016.

LEADERSHIP EXPERIENCE:

Red Cross

2010-2016

- Assisted in large and small scale fundraising events including soliciting donations, Christmas bazaars, etc. to fund the efforts of the non-profit organization in providing aid to low-income community members.
- Attended weekly meetings to work on current projects/events
- Responded in moments of crisis (collecting aid, putting together boxes, providing support)

Europa Donna: The European Breast Cancer Coalition

Fall- Spring 2015-2016

- Volunteered in the annual "Walk with the Pink Figurines" and other events for increasing awareness and educating the public.
- Managed crowds and encouraging people to take part in activities during the events.

TEDx Nicosia Women

Spring 2015

- Assisted in the planning of the event, oversaw and managed challenges during the event.
- Interacted enthusiastically with the audience to promote discussion and the completion of surveys.

SKILLS

Languages: Fluent English and Greek, and basic working proficiency in Spanish.

Certified in the MasterClass: The Art of Pitching, by expert graphic designer Lilit Hayrapetyan

Spring 2015

Certified in the MasterClass: Creative Revolution: REcharge REthink REinvent, by expert graphic designers

Graham Elliott & Roswitha Rodriguez

Spring 2015