





SOPHIE PASSERINI

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EXPERIENCE

Senior Social Media / Account Coordinator | Liaison

DEC 2021 - SEP 2022

- Managed day-to-day coordination of organic and paid social media marketing across Facebook, LinkedIn, Instagram, and Twitter. Assisted managing internship program.
- Prepared monthly social analytic reports. Used stats and AI to inform on future content.
- Developed, executed, and analyzed surveys to pivot marketing campaigns.
- Created media strategies and content including social media calendars, social posts, blog posts, emails, and press briefings and pitches. Strategized with team on new content.
- Implemented social strategy increased client's engagement on Facebook by 44%, on LinkedIn by 215%, and on Twitter by 163% within one year.

Social Media / Account Coordinator | Liaison

OCT 2020 - DEC 2021

- Assisted in the day-to-day coordination of client's organic and paid social media marketing and public relations initiatives.
- Created content including social media posts, blog posts, emails, and press briefings.
- Organized client's press release distributions and tracked press release coverage.

Social Media Strategist (Freelance) | DesignScience.Me, Counting Women's Work

SEPT 2019 - JAN 2021

- Developed, executed, and managed social media strategies on Facebook and Twitter.
- Used industry standard software to gather and analyze audience interactions and refine marketing strategy over time.

Undergraduate Positions | Southern Oregon University

OCT 2015 - JUNE 2019

- Social Media Strategist, Communication Program (Jan 2019 - Jun 2019)
- 'The Apostrophe' Graphic Designer (Sep 2018 - Jun 2019)
- Undergraduate Studies Advising Assistant (Aug 2018 - Aug 2019)
- Academic Advising Welcome Desk Assistant (Oct 2015 - Aug 2018)
- Bridge Mentor (Jun 2016 - Jun 2017)



EDUCATION

B.S. in Communication, 3.94 GPA | Southern Oregon University

2015 - 2019

- Concentration in Social Media & Public Engagement, minor in Emerging Media & Digital Arts. Graduated Summa Cum Laude with a 3.94 GPA.
- Recipient of the 'Outstanding Service to the Communication Program' award at the 2019 yearly Communication Program Gala.
- Coursework in Communication Studies, Graphic Design, & Social Media Management.