

SOPHIE PASSERINI

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[LinkedIn Profile](#) in



EDUCATION

B.S. in Communication | 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 prestigious 'Outstanding Service to the Communication Program' award at the 2019 yearly Communication Program Gala.
- Coursework in Communication Studies, Graphic Design, & Social Media Management.



EXPERIENCE

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

SEPT 2019 – PRESENT

- Creates, schedules, and posts captivating content for social media platforms, including Twitter & Facebook, to drive user interaction.
- Gathers key insights on target audience; uses software to analyze audience interactions and tune marketing strategy.

'The Apostrophe' Graphic Designer | Southern Oregon University

SEPT 2018 – JUN 2019

- Utilized Adobe Creative Suite to design visually compelling newsletter & magazine layouts. Formatted copy and data into readable sections of text.
- Applied knowledge of color theory and typography to create themes that complemented the information being conveyed.

Student Worker Positions | Southern Oregon University

OCT 2015 - JUNE 2019

- Social Media Strategist, Communication Program (Jan 2019 - 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)



SKILLS

- Hardworking, Deadline-Driven, & Process-Oriented
- Proficient in Microsoft Suite & Google Drive
- Working Knowledge of Adobe Suite
- Excellent at Verbal & Written Communication
- Experience with Data Entry