

**Sofia Georgallis**  
scgeorga@syr.edu | (919) 448-7048 | sofiaageorgallis@gmail.com  
**School Address:** 1208 Harrison St, Syracuse, NY 13210  
**Permanent Address:** 104 Lynwood Pl, Chapel Hill, NC 27517

## EDUCATION

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### Syracuse University

- School of Information Studies: Innovation, Society, & Technology Major
  - Concentration: Digital Retail Strategies

Syracuse, NY

Graduation Date: May 2027

### East Chapel Hill High School

- Social Justice Academy

Chapel Hill, NC

Graduation Date: June 2023

## SKILLS AND EXPERTISE

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**Professional Skills:** Event Production & Planning, Project Management, A&R Research, Talent Relations, Content Strategy, Digital Media Management

**Technical Proficiencies:** Python, Web API Development, UX Research & Design, Excel, Google Suite, SPSS, Rostr, Chartmetric, ASCAP, AllMusic, Discogs

**Creative Capabilities:** Adobe Suite, Brand Development, Visual Storytelling, Multi-Media Production, Styling

**Professional Interests:** Artist Development & Music Management, Live Music, Creative Directing, Artist Brand Strategy, Music Technology & Innovation, Music Media and Entertainment Platforms

## PROFESSIONAL EXPERIENCE

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### Red Light Management, Artist Management Intern, Los Angeles, California

05/2025 - 08/2025

- Conducted A&R Research and developed social media development strategy for emerging artist *Ellery Harper* using Chartmetric and ASCAP
- Produced digital and social media content for Allen Stone and the 2025 *Stone Family Field Trip* Festival
- Built influencer outreach lists and designed community engagement plans for the festival's promotion
- Developed Excel-based merch pricing models and vendor quotes for CarToons, presenting findings to artists
- Collaborated with RLM's Marketing director to identify fan engagement opportunities through emerging music tech platforms,
- Supported mentor team through administrative meetings, seminars, and strategy planning for artist and festival projects
- Assisted in building artist growth strategies, including social media engagement and music promotion campaigns

### University Union

12/2024 - Ongoing

#### Performing Arts EBoard, Student Show Coordinator, Syracuse, NY

- Led the creative direction of Spring 2025 and Fall 2025 student comedy shows, overseeing show concept, format development, and production timeline
- Manage talent recruitment and performer lineup, coordinating venue and technical needs
- Directed multi-platform marketing strategies in collaboration with the other EBoards
- Helped coordinate talent communication and logistics for *A Night with Sarah Sherman and Emil Wakim* day of show

#### Performing Arts EBoard, Research Assistant, Syracuse, NY

05/2024 - 12/2024

- Spearheaded entertainment trend research and helped secure *Emergency Intercom* hosts Enya Umanzor and Drew Phillips
- Designed and helped execute event aesthetics for major UU shows, including the Fall 2024 Student Comedy Show and Performing Arts Show

#### Marketing EBoard, Head of Outreach, Syracuse, NY

01/2024 - 04/2024

- Developed merchandise ideas and promotional strategies for major organization events ('A Comedy Show with Joe Gatto' and 'Block Party' headlining Lil Yachty), attracting approximately 2000+ attendees

#### Greenagers Film, Art and Design Head, Syracuse, NY

03/2024 - 04/2024

- Directed the design team, ensuring consistency in set design, props, and costumes
- Produced lookbooks and managed production budgets in Excel to establish the film's visual style

#### Abstract Archives, Graphic Design, Syracuse, NY

1/2025 - Ongoing

- Designed 2 of the editorial magazine spreads for the Spring 2025 print edition

#### Matchbox Films, Art and Design Team, Syracuse, NY

01/2024 - Ongoing

- Assisted with set design, styling, and aesthetics of 2 short films, including pre-production planning and on-set execution
- Contributed to post-production editing and visual effects for a student short film in December 2024

## COMMUNITY & VOLUNTEER EXPERIENCE

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### Kappa Kappa Gamma, Philanthropy Committee, Syracuse, NY

03/2024 - Ongoing

- Assisted with marketing and set up for Philanthropy events such as Kappa Karwash, Kapparoni and Cheese, and Sigma Chi Derby Days
- Contributed to raising \$20,000 during 2025 Sigma Chi Derbys, \$36,000 during 2025 Sigma Chi Derby Days, and \$8,000 at our 2024 Kappa Karwash Philanthropy event

### American Red Cross, Blood Donor Ambassador, Durham, NC

04/2021 - Ongoing

- Coordinates donor appointments and assists throughout the donation process

## HONORS AND AWARDS

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### Syracuse University

08/2023 - Ongoing

- Success Award (\$5,000 annually) | Dean's Scholarship (\$10,000 annually)

### Athletics & Leadership Recognition

- East Chapel Hill Swim Team, Varsity Swimming, Chapel Hill, NC
  - 2024 DAC 4A Conference Women's Sportmanship Award | NCHSSA 2020 & 2021 DC6 ALI- Conference
- East Chapel Hill Red Cross Club, Club President, Chapel Hill, NC
  - 2024 Navin Narayan College Scholarship (\$1,000)

