

Sofia Georgallis
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School Address: 1208 Harrison St, Syracuse, NY 13210
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EDUCATION

Syracuse University <ul style="list-style-type: none">School of Information Studies: Innovation, Society, & Technology Major<ul style="list-style-type: none">Concentration: Digital Retail Strategies	Syracuse, NY Graduation Date: May 2027
East Chapel Hill High School <ul style="list-style-type: none">Social Justice Academy	Chapel Hill, NC Graduation Date: June 2023

SKILLS AND EXPERTISE

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

Red Light Management, Artist Management Intern , Los Angeles, California	05/2025 - 08/2025
<ul style="list-style-type: none">Conducted A&R Research and developed social media development strategy for emerging artist <i>Ellery Harper</i> using Chartmetric and ASCAPProduced digital and social media content for Allen Stone and the 2025 <i>Stone Family Field Trip</i> FestivalBuilt influencer outreach lists and designed community engagement plans for the festival's promotionDeveloped Excel-based merch pricing models and vendor quotes for Cartrons, presenting findings to artistsCollaborated 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 projectsAssisted 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	
<ul style="list-style-type: none">Led the creative direction of Spring 2025 and Fall 2025 student comedy shows, overseeing show concept, format development, and production timelineManage talent recruitment and performer lineup, coordinating venue and technical needsDirected multi-platform marketing strategies in collaboration with the other EBoardsHelped coordinate talent communication and logistics for <i>A Night with Sarah Sherman and Emil Wakim</i> day of show	
Performing Arts EBoard, Research Assistant , Syracuse, NY	05/2024 - 12/2024
<ul style="list-style-type: none">Spearheaded entertainment trend research and helped secure <i>Emergency Intercom</i> hosts Enya Umanzor and Drew PhillipsDesigned 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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">Directed the design team, ensuring consistency in set design, props, and costumesProduced lookbooks and managed production budgets in Excel to establish the film's visual style	
Abstract Archives, Graphic Design , Syracuse, NY	1/2025 - Ongoing
<ul style="list-style-type: none">Designed 2 of the editorial magazine spreads for the Spring 2025 print edition	
Matchbox Films, Art and Design Team , Syracuse, NY	01/2024 - Ongoing
<ul style="list-style-type: none">Assisted with set design, styling, and aesthetics of 2 short films, including pre-production planning and on-set executionContributed to post-production editing and visual effects for a student short film in December 2024	

COMMUNITY & VOLUNTEER EXPERIENCE

Kappa Kappa Gamma, Philanthropy Committee , Syracuse, NY	03/2024 - Ongoing
<ul style="list-style-type: none">Assisted with marketing and set up for Philanthropy events such as Kappa Karwash, Kapparoni and Cheese, and Sigma Chi Derby DaysContributed 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
<ul style="list-style-type: none">Coordinates donor appointments and assists throughout the donation process	

HONORS AND AWARDS

Syracuse University	08/2023 - Ongoing
<ul style="list-style-type: none">Success Award (\$5,000 annually) Dean's Scholarship (\$10,000 annually)	
Athletics & Leadership Recognition	
<ul style="list-style-type: none">East Chapel Hill Swim Team, Varsity Swimming, Chapel Hill, NC<ul style="list-style-type: none">2024 DAC 4A Conference Women's Sportmanship Award NCHSSA 2020 & 2021 DC6 ALL- ConferenceEast Chapel Hill Red Cross Club, Club President, Chapel Hill, NC<ul style="list-style-type: none">2024 Navin Narayan College Scholarship (\$1,000)	

