

sophia lina

ANASTASAKIS

EXPERIENCE

PUBLIC RELATIONS INTERN, EDITORIAL

BOLLARE NEW YORK, NY (REMOTE) JAN. 2024 - PRESENT

- Tracked and organized press clippings for 26 clients using MuckRack to monitor coverage and support media strategy
- Conducted market research to assemble event guest lists and support outreach
- Developed unique pitches that effectively highlighted brand attributes

PUBLIC RELATIONS INTERN, FASHION

PR CONSULTING NEW YORK, NY SEPT. - DEC. 2023

Clients: Paco Rabanne, AMIRI, Tamara Mellon, Dries Van Noten

- Efficiently managed sample trafficking operations, ensuring seamless coordination between fashion brands and media outlets, resulting in increased product visibility
- Generated insightful press reports on coverage, influencer engagement, and event performance, offering valuable data-driven insights to inform future PR strategies
- Compiled and updated media guest lists, executed press mailings and VIP giftings

EDITOR-IN-CHIEF (PREVIOUSLY EDITORIAL EXECUTIVE)

FETCH COLLECTIVE SYRACUSE, NY SEPT. 2022 - PRESENT

- Oversees four teams with designated leaders, streamlined communication channels, and personalized placements aligned with members' interests
- Drive editorial and social strategy, increasing followers by 200 in 1st semester as EIC
- Edited 5-10 pitches and 5-10 drafts weekly on deadline, providing detailed feedback
- Published 60+ digital articles in our first year and designed half of the spreads, the front, and back covers of our first print magazine using Adobe Creative Cloud

SOCIAL MEDIA ASSISTANT

WERW MEDIA SYRACUSE, NY SEPT. 2022 - FEB. 2023

- Designed visually appealing and brand-focused social media content for Instagram
- Redesigned brand identity and social strategy through cross-team collaboration
- Pitched content ideas like DJ spotlights and artist interviews, gained 250+ follows

PROGRAM COUNSELOR

SCHOOL OF THE NEW YORK TIMES NEW YORK, NY SUMMER 2022

- Supervised four groups of 20-30 students for two weeks each in New York City
- Safely executed and pitched immersive programs for up to 50 students to attend
- Engaged with living and learning (LLC) student groups while ensuring their emotional/physical well-being and developing their passion for journalism

NATIONAL BLOG WRITER

THE WOMEN'S NETWORK SYRACUSE, NY OCT. 2021 - MAY 2022

- Pitched empowering, interesting, and timely article ideas twice a month
- Collaborated with 10 other writers and editor to revise pitches and drafts
- Published three articles about gender gaps, cultural trends, and wellness

EDUCATION

SYRACUSE UNIVERSITY,
MAY 2024

S.I. NEWHOUSE SCHOOL OF
COMMUNICATIONS
B.S. Magazine, News and Digital
Journalism (Digital Track)

SCHOOL OF INFORMATION
STUDIES
Minor Information Management &
Technology

SKILLS

COMMUNICATION

AP Style, MLA Style

DIGITAL

Microsoft: Outlook, PowerPoint, Excel,
Word, Teams
Adobe: Photoshop, XD, InDesign,
Photoshop, Illustrator, Premiere Pro
Google Workspace & Analytics, Mac OS,
Windows, Basic HTML/CSS/SEO,
Visual Studio Code, SIMMONS Insights,
MuckRack, Cision, SimilarWeb,
LaunchMetrics, RocketReach,
Datawrapper, Canva

SOCIAL

Instagram, Facebook, Twitter/X,
TikTok, YouTube, Pinterest,
Squarespace, Slack, Discord,
Snapchat, Medium

AWARDS

DEAN'S LIST RECOGNITION

Fall 2020 - Present

NEWHOUSE LEADERSHIP SCHOLAR

Fall 2020 - Present

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