

# SOFIA DACHARRY

## CONTACT

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Key Biscayne, FL 33149

## EDUCATION

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University of Miami  
Bachelor in Communications  
Public Relations & Marketing  
GPA 3.770, 2015-2019

## SKILLS

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- Social Media and Hootsuite
- Event Planning
- Photography
- Spanish - Fluent
- Teamwork
- Writing
- Indesign and Photoshop
- Cision

## CAMPUS

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### Relevant Coursework

- Luxury Marketing
- Consumer Behavior
- Marketing Foundations
- Public Relations Strategy

## EXPERIENCE

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### Eberjey

*Public Relations & Marketing Intern*

February-April 2019

- Assisted on video shoot.
- Concept social media posts and created social media calendars.
- Tracked samples that were sent out and returned.
- Compiled monthly press reports.
- Clipped articles.

### Wander PR

*Public Relations Intern*

May-July 2018

- Composed press releases and sent them out to media.
- Created media lists using Cision.
- Compiled lists of influencers to send products to.
- Assisted with social media posting for clients' account.
- Clipped articles.

### Orange Umbrella Consultancy

*Public Relations Specialist*

Aug. 2017-May 2018

- Created media lists using Cision.
- Composed press releases and feature stories.
- Concept social media posts and created social media calendars.

### Bollare

*Public Relations Intern*

July 2017

- Facilitated the production of the Bollare HUB, a pop-up showroom that hosted exclusive events throughout Miami Swim Week.
- Checked in celebrities, bloggers, digital influencers, editors and models for access to the Bollare HUB.
- Provided backstage runway support for Beach Bunny and offered assistance at Beach Bunny After Party.

### Public Relations Experience Program

*Public Relations Intern*

Aug. 2016-Dec. 2017

- Worked at NASCAR, Miami Tennis Open, Comic Cure, MCHF Diamond Ball, St. Jude Children's Hospital 5k and Gala.
- Tasks included: photographer's assistant, media credential check in, red carpet assistant and social media.