

# SOPHIA SCHNAPER

## CONTACT

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## EDUCATION

### UNIVERSITY OF FLORIDA | GAINESVILLE, FL

May 2022 – Present  
Master of Arts in Mass Communications,  
Digital Strategy  
*Graduate Certificate in Web Design*

### UNIVERSITY OF FLORIDA | GAINESVILLE, FL

May 2018 – May 2019  
Master of Education in Elementary  
Education

### UNIVERSITY OF FLORIDA | GAINESVILLE, FL

August 2014 – May 2018  
Bachelor of Art in Elementary Education

## SKILLS

Adobe Creative Cloud  
Google Ads  
Google Analytics  
Google Looker Studio  
Later  
Monday.com  
Sprout Social

Social Media Marketing Strategy  
Content Curation  
Community Management  
Web Design  
HTML & CSS

## CERTIFICATES

### EMAIL MARKETING

HubSpot Academy

### INBOUND MARKETING

HubSpot Academy

### GOOGLE ADS SEARCH CERTIFICATION

Google

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGN INTERN

Creative Junkies Agency | March 2023 – Present

- Support the design team in creating visual brand foundation concepts for various clients
- Contribute to the production and design of print and digital assets, such as social media graphics, email campaigns, brochures, and posters for 10+ clients
- Update and maintain graphic design files, including logos, brand boards, graphics, and layouts for each account

### MARKETING INTERN

Bodega Taqueria y Tequila, Miami, FL | July 2022 – March 2023

- Brainstormed and implemented engaging concepts and content to effectively communicate the business to media and customers with the goal of growing brand awareness
- Supported brand activities and communications including press releases, social media, app, and email campaigns
- Identified and coordinated partnership opportunities with local and national brands
- Created and maintained vendor and media contact list and database for new markets

### ENGLISH AND LANGUAGE ARTS TEACHER

Aventura City of Excellence School, Aventura, FL | August 2021 – June 2022

- Followed compliance measures, tracked data, and completed a quarterly analysis of goals and outcomes
- Collected and interpreted data sets from assessments to identify trends in performance and inform future instruction

### GENERAL STUDIES TEACHER

Hochberg Lower School, Hallandale Beach, FL | August 2019 – June 2021

- Designed, budgeted, and managed a STEM-based immersive experience
- Conducted analysis of student achievement data to determine areas of focus for growth
- Led technology training sessions for various educational software programs

### GRAPHIC DESIGN & DIGITAL MARKETING INTERN

UF Hillel, Gainesville, FL | July 2017 – February 2019

- Designed marketing collaterals such as blog, electronic newsletters, email campaigns, and social media posts
- Developed and launched a successful digital campaign increasing website visitors by 25% in two months
- Strengthened and monitored donor and client relations using data analytics measured by lead generation, restructured database, and segmented email lists