

Sophie Solarana

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EDUCATION

Florida State University, Tallahassee, Florida

Class of 2023 and 24

- Bachelors of Information, Communication, and Technology - Class of 2023 (GPA: 3.967), Dean's List (Fall 2020, Spring 2021), President's List (Summer 2021, Fall 2021, Spring 2022, Summer 2022, Fall 2022)
- Masters in Media and Communication Studies, with a focus on brand and communication theory (More In Four) - Class of 2024

PROFESSIONAL HISTORY

Florida State University, Tallahassee, Florida

August 2023-Present

Graduate Teaching Assistant (COM4470 Desktop Multimedia)

- Tasked with conducting instructional sessions for students, conveying foundational design skills using Photoshop, InDesign, and Dreamweaver
- Entrusted with evaluating students' exams, assessing design work, and reviewing final projects
- Conduct office hours to provide support and guidance to students with questions or concerns

Wolf Hospitality Group, Tallahassee, Florida

August 2021-Present

Media/Marketing and Web Intern

- Collaborate with cross-functional teams and advisors to enhance social media outreach and develop innovative brand strategies
- Work to build a website and improve the UX of current websites
- Gain proficiency in Canva and Adobe Creative Cloud.
- Manage venue Instagram accounts, overseeing content creation, stories, and proactive engagement with direct messages
- Assumed leadership responsibilities, supervising team members and serving as a bridge between the team and our supervisor

ImSoWeavyy, Weston and Tallahassee, Florida

June 2021-Present

Creator and Owner

- ImSoWeavyy is an online custom embroidery clothing business
- Responsible for all clothing design, marketing, production, and shipping
- Create graphics and run social media accounts.
- Have successfully marketed and shipped products to all 50 states and internationally.
- Collaborate with social media influencers to broker brand partnerships and coordinate PR package distribution

Landmark Properties (The Nine), Tallahassee, Florida

July 2023- August 2023

Summer Community Ambassador

- Facilitated effective communication with existing residents to address concerns and enhance satisfaction, while actively engaging prospective residents to promote property features and secure leases
- Established improved communication channels between property management and residents
- Acquired practical experience with customers and vendors during resident turnover and preparation for new occupancies

Rebuild Media, Miami and Tallahassee, Florida

June 2020-May 2023

Social Media/Content Creator

- Created social media content for clients such as Aveda, Westend Square, FSU Seminole Boosters, Vale
- Produced on-site branded content for Beige Swimwear during Miami Swim Week 2022
- Charged with spearheading photography and video production for content creation
- Oversaw long-term media projects and was appointed to act as a project manager to help my co-workers stay on track with dates

Social Thriving, Tallahassee and Miami, Florida

August 2020 - August 2021

Social Media Intern

- Social Thriving is a media firm based in Tallahassee and Miami
- Responsible for social media content creation for 2 accounts in the areas of real estate and jewelry
- Designed new marketing campaigns
- Posted weekly content on multiple social media platforms including Instagram, Facebook, and Twitter

RKVIST, Miami, Florida

Summer 2019

Paid Intern

- RKVIST helps people and companies organize and digitize photos
- Worked on SEO projects, ran their social media accounts (Facebook, Instagram, and Twitter), and created their company website
- Assisted with scanning photos and organizing in a Google Drive
- Hired by a client to create a video presentation for the Centennial Celebration.

CERTIFICATIONS AND AWARDS

Florida State University- Summa Cum Laude	2023
L'Oréal x Google Certification- Foundations of Digital Marketing and E-commerce	2023

LEADERSHIP

Alpha Chi Omega, Tallahassee, Florida

2022

Historian

- Helped to capture photos of important events and shared them with current members and Alumnae on various platforms.
- Sat in on all meetings regarding recruitment, including meetings about potential new members, conflicts during recruitment, and more.
- In charge of organizing Microsoft Excel spreadsheets regarding recruitment and potential new members.