# SOFIA ESTEVEZ

UNIVERSITY OF MIAMI STUDENT

## CONTACT

(786) 457-6281

sve6@miami.edu

## ACTIVITIES/HONORS

**President** September 2017 – Present
Public Relations Student Society of America

**Active Member** January 2016 – Present
Zeta Tau Alpha

**Rising Star in Public Relations** April 2016
University of Miami PRADDY Awards
- Recipient is recognized for exhibiting great potential in the industry.

## SKILLS

**Public Relations**
- Media relations
- Event planning
- News and speech writing
- Social media content creation/planning

**Graphic Design Work**
Please view my online portfolio to see my various design projects: www.sofiae.com

**Software**
- Cision
- Meltwater
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- HTML/CSS
- jQuery
- Microsoft Office Suite

**Languages:** Fluent in English and Spanish

## EDUCATION

**Bachelor of Communications** May 2019
**Major in Public Relations**
**Minors in Marketing, Interactive Media and Graphic Design**
University of Miami, Coral Gables, FL
Cumulative GPA: 4.0

## RELEVANT EXPERIENCE

**Digital Services Intern** Summer 2017
**rbb Communications**
- Created and compiled evergreen content for rbb Communications' Facebook, Twitter, Instagram and blog.
- Created and updated media lists, pitched to broadcast news desks and crafted influencer interview responses.
- Assisted in finalizing client website through WordPress.

**Communications Work Study** January 2017 – Present
**University of Miami School of Communication**
- Craft media lists and pitch to local media for the School of Communication's events and announcements.
- Design brochures, Snapchat Geofilters, posters and other materials for the School of Communication using Adobe Photoshop, InDesign and Illustrator.
- Write articles for the School of Communication website.

**Marketing & Social Media Intern** Summer 2016
**DHL Express**
- Created and planned more than a year's worth of content for the DHL U.S. Instagram account, including GIFs, captions and photos.
- Designed social media fact sheets, Instagram photo submission form and sponsorship calendars with Adobe Photoshop, InDesign and Formstack.
- Assisted DHL's social media team and external agency with Twitter content calendars.

**Marketing Intern** Summer 2015
**DHL Express**
- Assisted in coordination of corporate marketing and sponsorship events, including the Indy 500, Formula E and Cirque du Soleil.
- Organized sale of discontinued marketing items to raise funds for charity.
- Participated in quarterly inventory held in field warehouses.