

SOFIA ESTEVEZ

PUBLIC RELATIONS & GRAPHIC DESIGN

EDUCATION

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

EMPLOYMENT EXPERIENCE

Public Relations Intern Summer 2018
O'Connell & Goldberg Public Relations

- Pitched and secured coverage in South Florida-based print publications for multiple clients. Assisted in obtaining TV coverage and prepared clients for on-camera interviews
- Wrote press releases, media alerts and calendar listings to be distributed. Also, crafted web stories for client blog
- Recruited and negotiated contracts with local influencers for food, lifestyle and fashion-based activations

Digital Services Intern Summer 2017
rbb Communications

- Created and compiled evergreen content for clients' and rbb Communications' blogs and Facebook, Twitter and Instagram accounts
- Built and updated media lists, pitched to local TV stations and crafted influencer interview responses
- Assisted in finalizing client website through WordPress

Communications Work Study January 2017 – Present
University of Miami School of Communication


- Write articles featuring notable industry leaders for the School of Communication website
- Design brochures, Snapchat Geofilters, posters and other materials for the School of Communication using Adobe Photoshop, InDesign and Illustrator

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 launch: GIFs, graphics, photos and captions included
- Designed internal Instagram fact sheets, photo submission form and sponsorship calendars using Adobe Photoshop and InDesign
- Coordinated with DHL's social media team and external agency to finalize Twitter content calendars

 Writing and design portfolio: sofaie.com

 [Sofia Estevez](#)

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ACTIVITIES/HONORS

President August 2017 – Present
Public Relations Student Society of America

- Achieved 50 percent increase in chapter membership during first term
- Organize professional development events in coordination with local agencies, corporations and influencers
- Delegate and supervise the organization's 10-person executive board

Ev Clay/PRSA Miami Scholarship April 2018

- Recipient must demonstrate excellent academic performance and writing abilities

Public Relations Leadership April 2017
University of Miami PRADDY Awards

Rising Star in Public Relations April 2016
University of Miami PRADDY Awards

SKILLS

Software

- Cision
- Meltwater
- Critical Mention
- Adobe Photoshop, InDesign and Illustrator
- HTML/CSS
- Microsoft Office Suite

Languages: Fluent in English and Spanish