

Sofia A. Alba

EDUCATION

Bachelor of Arts in
Media & Journalism

*University of North Carolina
at Chapel Hill
Senior, GPA: 3.933*

CONTACT



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sofiaalba.com

SOFTWARE SKILLS



AWARDS

Society for News Design
International Student
Competition 2021

Infographics: Honorable Mention

KEY SKILLS

Graphic Design

Motion Graphics

Journalism

Social Media Copywriting

WordPress

EXPERIENCE

Marketing Intern

Dimoso/ London, ENG / Jan 31 - April 22, 2022

Duties are to be determined.

Social Media Marketing Intern

The Splinter Group/ Carrboro, NC / Aug.-Dec. 2021

Curated PR lists, edited meta text for SEO optimization, created graphics, wrote & designed newsletters on Mailchimp, wrote content for Instagram and Facebook, scheduled social media content on Hootsuite, tracked social media analytics, and implemented market research.

Marketing Project Manager & Visuals Lead

Seaside Sustainability/ Gloucester, MA/ Jan.-May 2021

Managed and monitored all projects for the operations team (web & graphic design), delegated tasks for team members, oversaw web design and graphic content generation, acted as the creative director for the visuals team, lead weekly meetings, updated the Wix-hosted website, and designed documents and graphics for the marketing team.

Theatre Management Practicum Student

PlayMakers Repertory Company/ Chapel Hill, NC / Jan.-Mar. 2020

Wrote copy for letters, conducted grant research, updated mail merge documents, designed graphics and wrote copy for social media posts, designed emails on Wordfly, and updated the company website on Wordpress.

LEADERSHIP

Director PR/Marketing

Pi Phi NC Alpha Chapter/ Chapel Hill / Jan.-Dec. 2021

Managed and updated the chapter website, managed the chapter's social media accounts in accordance to Pi Phi's brand, designed a branded cookbook, and collaborated with Vice President Recruitment to ensure the chapter's brand supports year-round recruitment efforts.

Social Media Coordinator/Graphic Designer

Pauper Players/ Chapel Hill, NC / Jan. 2020-Aug. 2021

Designed creative assets for social media & events, regularly posted content for Instagram publicity campaigns, and filmed and edited a promotional video that garnered 1.1k views.