

Sophia Stampfl

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EDUCATION

University of Georgia
Bachelor of Arts, Advertising
Cumulative GPA: 3.74

Athens, GA
Expected Graduation May 2025

Sports Media Certificate

- Relevant Coursework: Intro to Sports Writing, Sports Media and Society, Multiplatform Storytelling for Sports

Consumer Economics Minor

- Relevant Coursework: Consumer Decision Making, Consumer Economics Theory

WORK EXPERIENCE

YourVIBE Marketing

Alpharetta, GA

Social Media Intern

July 2023 - Present

- Designed and created posts and videos for company Instagram, Facebook and LinkedIn accounts to showcase services, industry terms, and overall brand image
- Cultivated client-specific branding for cohesive content throughout all posts and platforms

University of Georgia Athletics (DawgVision)

Athens, GA

Student Freelancer

February 2022 - Present

- Performed instant replay using DreamCatcher replay machine for TV broadcast and videoboard, assisted as a grip, and worked as an A2, AD and TOC for various SEC Network productions
- Worked in several different roles in sporting events with UGA Athletics and SEC Network for television production
- Covered a variety of events including soccer, volleyball, basketball, gymnastics, baseball and softball

UGA Ice Dawgs

Athens, GA

Graphics Intern

August 2022 - Present

- Designed original content and edited photos using Adobe Photoshop for gameday posts and other promotional information
- Created on-site graphics for starting lineup and score to provide live updates for immediate posting on the team's social media accounts
- Worked collaboratively with a team to design and edit social media content for Instagram, X, and Facebook

Information Technology Consulting Company

Alpharetta, GA

Marketing Intern

July 2020 - May 2021

- Designed graphics for case study documents and social media platforms using Adobe Illustrator and presented materials in company-wide marketing meetings
- Identified C-Level and VP prospects using the company's Salesforce database and prepared a list for promotional communication

LEADERSHIP

Alpha Chi Omega, Beta Sigma

Athens, GA

VP of Recruitment Information

January 2023 - Present

- Elected by peers to lead a team with the logistical and technical aspect of fall sorority recruitment. In charge of coordinating information of more than 2100 potential new members. Previously served as the assistant for this position

TikTok Chair

January 2022 - Present

- Created original content for sorority TikTok account to promote events, sisterhood, and overall image using Adobe Premiere Pro

SKILLS

Visualization and Design

- Adobe InDesign, Illustrator, Photoshop & Premiere Pro

Certifications

- CITI Program: Human Research, Social & Behavioral Research, Photoshop 2021 Essential Training: The Basics, InDesign 2022 Essential Training, Creating Inclusive Content Certificate