

# Sophia Stampfl

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## EDUCATION

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### University of Georgia

*Bachelor of Arts, Advertising*

Cumulative GPA: 3.8

*Sports Media Certificate, Consumer Economics Minor, Sport Management Minor*

**Athens, GA**

*Expected Graduation May 2025*

## WORK EXPERIENCE

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### YourVIBE Marketing

*Marketing Intern*

**Alpharetta, GA**

*May 2023 - Present*

- Manage social media accounts for six clients and cultivated cohesive branding throughout all content on posts and platforms
- Designed and created posts and videos for company Instagram, Facebook and LinkedIn accounts to showcase services, industry terms, and overall brand image

### University of Georgia Athletics (DawgVision)

*Production Assistant*

**Athens, GA**

*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 and covered a variety of events including soccer, volleyball, basketball, gymnastics, baseball and softball

### UGA Ice Dawgs

*Graphics Manager*

**Athens, GA**

*August 2022 - Present*

- Designed original content and edited photos using Adobe Photoshop for game day 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
- Led and worked collaboratively with the graphics team to design and edit social media content for Instagram, X, and Facebook

### Information Technology Consulting Company

*Marketing Intern*

**Alpharetta, GA**

*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

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### Alpha Chi Omega, Beta Sigma

*VP of Recruitment Information*

**Athens, GA**

*January 2024 – December 2024*

- Led a confidential board that enforces sorority policy during formal recruitment
- Facilitated daily meetings that addressed policy violations and held members accountable for those violations on a case-by-case basis
- Organized and analyzed spreadsheets containing information for 2,000+ candidates

*TikTok Chair*

*January 2022 – December 2023*

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

## SKILLS

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*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