

# SOPHIA MINKE

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## EDUCATION

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<b>University of Texas at Austin</b> , Austin, TX	Expected May 2026
<i>B.S. in Strategic and Risk Communication Studies</i>	
<i>Minor in Communicating for Development and Philanthropy</i>	
<i>GPA: 3.8</i>	
 <b>Tarrant County College</b> , Fort Worth, TX	June 2023 -May 2024
<i>Associate of Arts in General Studies</i>	
<i>GPA: 3.72</i>	

## EXPERIENCE

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<b>Austin Film Festival</b>	<b>Austin, TX</b>
<i>Marketing and PR Intern</i>	August 2025 to Present
<ul style="list-style-type: none"><li>Compile and edit film details for the official program book and festival pocket guide, ensuring accuracy for over 100 screenings and panels.</li><li>Write and publish blog posts on WordPress promoting films, panels, and festival news, generating more views to increase festival visibility.</li><li>Schedule and optimize content calendars in Canva, driving consistent audience reach across major social platforms.</li><li>Support target email campaigns with Emma, analyzing results in Excel to improve open and click-through rates.</li><li>Design print and digital marketing collateral with Canva, contributing to a cohesive and engaging festival brand experience.</li></ul>	
 <b>BurntXOrange Magazine</b>	<b>Austin, TX</b>
<i>Social Media Producer</i>	January 2025 to Present
<ul style="list-style-type: none"><li>Curate and publish engaging multimedia content across Instagram, aligning with brand voice and campus culture.</li><li>Highlight feature articles from the magazine through creative campaigns, reels, and story takeovers to boost readership and visibility.</li><li>Collaborate with editorial and design teams to develop campaigns that amplify student voices and highlight local Austin trends.</li><li>Elevated audience engagement with posts averaging 1.5K+ views, 56+ likes, and 16+ shares; top content outperformed average by up to +98% in views, +160% in likes, and +257% in shares.</li></ul>	

## CREATIVE PROJECTS

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<b>Marketing Campaign for the City of Erfurt</b>	
<i>Campaign Strategist &amp; Creative Lead</i>	July 2025
<ul style="list-style-type: none"><li>Pitched a sports marketing campaign where each Erfurt team was paired with a unique ice cream flavor, linking community culture with fan engagement.</li></ul>	

- Designed a raffle system where customers who purchased a team flavor could win tickets to upcoming games, driving both local business and sports attendance
- Developed campaign messaging and promotional concepts to highlight the intersection of food, fun, and fandom.
- Collaborated with peers to refine the pitch and ensure feasibility for community implementation.

### **Nonverbal Communication Podcast Episode**

*Producer, Editor, and Writer*

November 2024

- Crafted an original script exploring how nonverbal cues shape connection, meaning, and audience perception.
- Produced and edited the episode with attention to pacing, tone, and audio storytelling, ensuring an engaging listener experience.
- Collaborated with classmates to workshop ideas, refine the script, and gather feedback during the production process.

### **SKILLS AND AWARDS**

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- Computer: MS Excel, Word, PowerPoint, Canva, Emma, WordPress, Hootsuite.
- Certifications: Introduction to Social Media Marketing (2024), Microsoft Public Relations and Communications Associate (2025), Google Digital Marketing & E-Commerce (2025), Google Data Analytics (2025)
- Languages: Spanish (Basic), Portuguese (Basic)
- Awards: Moody Dean's List Honors (Spring 2024), Tau Sigma National Honor Society Honoree (Spring 2024), Phi Kappa Theta Honor Society Honoree (Fall 2023)