

SOPHIA MINKE

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EDUCATION

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

EXPERIENCE

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

CREATIVE PROJECTS

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

- 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

- 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)