

Sophia Sanders

Third year Advertising student hoping to seize an opportunity in the creative side of advertising.

CONTACT



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sophiaisanders.com

EDUCATION

University of Florida,
Gainesville, FL

-Graduation date:

May, 2022

-Major: Advertising

-Degree expected: B.A. in Advertising

-GPA: 3.54/4.00

SKILLS

-Copy editing

-Associated Press writing style

-Layout design

-Meeting deadlines

-Social media coverage

-Photography

-Adobe Creative Suite

CERTIFICATIONS

-Adobe Certified Associate

-Adobe InDesign CC

-Adobe Photoshop CC

EXPERIENCE

The Sanders Firm P.A. Administrative Data Management (2019) - Winter Park, FL

-Digitized closed case files to ensure they could be accessed for client needs

-Designed company letterhead, took website photos and designed an advertisement for the local church bulletin

Ft. Gatlin Pool Fee House Attendant (2018) - Orlando, FL

-Handled wristband sales, counted money and kept track of how many patrons were in the pool

-Communicated with patrons at the local public pool and assisted them with whatever they needed while practicing customer service skills

Legend Yearbook Copy Editor (2016-2018 staff) - Orlando, FL

-Served as second in command to Editor-in-Chief

-Developed theme concepts, original theme copy and branding

-Edited over 25 staffers' copy to ensure deadlines were met on time

AWARDS

2020 ADDY AWARD; Gold

-Vans: "Long Live the Pros" integrated advertising campaign created to advertise the Vans Pro Classic shoes

-Collaborated with three other students, contributed creative ideas and created visual elements for the campaign

Art showcase, Mennello Museum of American Art: Our Orlando and American Youth; Our Identity (2017)

-Created a 2-dimensional Adobe Photoshop piece commenting on the superficiality of today's youth showcased at the Mennello museum May 19-June 18

Columbia Scholastic Press Association Gold Medal (2017)

Columbia Scholastic Press Association Gold Crown (2016)

EXTRA ACTIVITIES

UF Advertising Society ICON Director (2020-present)

Rowdy Magazine Social Media Designer (2020-present)

Ad Collab (2019)

Ad Dash (2019)

VOLUNTEERING

Project Makeover Art Director (2020-present)

Project Makeover Art Captain (2019-2020)

REFERENCES

Andre "Chari" Roberts

-Firm Paralegal, Sanders Firm P.A., Winter Park, FL

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Renee Burke

-Yearbook Advisor

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