

Sophia Rondon

New York, NY | sophianicole1611@gmail.com | (787) 674-0334 | [Portfolio](#) | [LinkedIn](#)

Education

The New School | Parsons School of Design

Master's Degree in Fashion Management | Thesis: *The Future of Fashion Retail in Pop-Up Stores*

New York, NY

August 2023

- **Relevant Coursework:** Fashion Management, Retailing & Service Design, Technology & Innovation, Entrepreneurship, System & Strategies, Manufacturing & Production, Global & Local Leadership, Digital Studio & Branding, Communication & Social Media

Universidad del Sagrado Corazón | Ferré Rangel School

Bachelor of Communication in Advertising | Minor in Event Productions & Marketing

San Juan, PR

December 2021

Magna Cum Laude | 3.89 GPA

Work Experience

Arteaga & Arteaga

Community Manager & Social Media Coordinator

San Juan, PR

March 2022 - Present

- Drive community engagement through active participation in comments, stories, and direct messaging, to foster connections and increase brand engagement.
- Managed 8 different accounts for the social media department as the sole Community Manager of the agency.
- Generated an increase of 30% in HCOA's, Ralph's and Ciclon's engagement across Instagram, Facebook and TikTok.
- Stay up-to-date of evolving social media trends, conducting regular research to inform content creation and campaign optimization.
- Generate innovative ideas for social media posts, leveraging insights into audience preferences and behaviors to cultivate engaging content.

Libertad Co NYC

Content Creator Intern

New York, NY

March 2024 - Present

- Gave creative direction for social media posts, conceptualizing innovative content strategies to enhance brand storytelling.
- Lead the revamping of social media strategy, employing a data-driven approach to optimize content performance and achieve KPIs.
- Generate captivating content, aligning with brand identity and marketing objectives.
- Develop and execute strategic content across Instagram and TikTok, leveraging platform-specific features and trends to maximize reach.

Linda Gaunt Communications

Public Relations Intern

New York, NY

January 2023 - March 2023

- Collaborated with Eileen Fisher, Recurate, Graff, DISSH, and Another Tomorrow, contributing to successful projects and campaigns.
- Compiled and managed credits showcasing brand mentions and presence in digital magazines and media outlets for client outreach and brand recognition.
- Conducted in-depth research to identify key editors and media outlets, facilitating strategic partnerships to achieve event and campaign objectives.
- Implemented tracking mechanisms to monitor brand presence across media platforms, providing valuable insights to enhance brand visibility.
- Provided styling services, demonstrating creativity and attention to detail to compel with brand presence in live media initiatives.

Kroma Idea

Accounts Department & Social Media Intern

San Juan, PR

September 2021 - December 2021

- Developed innovative and dynamic content ideas to drive engagement and enhance brand visibility across digital platforms.
- Provided creative direction for social media posts, ensuring cohesive brand messaging and alignment with marketing objectives.
- Crafted compelling copies for social media platforms to captivate audiences.
- Maintained a keen awareness of industry trends and emerging best practices, continuously refining content strategies to optimize performance.

One Eighty FCB

Accounts Department & Social Media Intern

San Juan, PR

January 2021 - May 2021

- Strategized and executed campaigns on Facebook and Instagram, leveraging platform-specific features to maximize reach and engagement.
- Managed content scheduling efficiently using Meta Business Suite, ensuring timely and consistent post delivery across social media channels.
- Administered budget allocations and monitored performance metrics using Ads Manager, optimizing campaign effectiveness and return on investment.
- Coordinated influencer collaborations to amplify brand messaging and drive campaign success.

Personal Project

SSTYLED | Fashion Blog

June 2023 - Present

- Manage and curate content on Instagram account @SSTYLEDPR, maintaining a cohesive aesthetic and brand identity.
- Developed engaging social media posts featuring fashion tips and trends, leveraging industry expertise to foster interactions and engagement.
- Produced compelling styling content and outfit ideas, showcasing creativity and trend awareness.

Certifications

INSIDE LVMH CERTIFICATE

Issued: November 2023 | ID: b462706700

Skills

Bilingual (Spanish & English) | Fast Learner | Multitasker | Creative | Fashion Styling | Content Development | Good Communication | Team Player | Organizational Skills | Time Management | Innovative | Microsoft Suite | Canva | Social Media Platforms | Problem Solver | Detail-Oriented