

Sofia Lee

Syracuse, NY • 315-555-5555 • slee@email.com

Experience

Account Management Intern, XYZ Agency Bethesda, MD September 2018 - Present
Conduct research and attend weekly team meetings • Brainstorm, prepare, and present pitches in weekly meetings • Shadowed account manager at client meetings • Used Simmons OneView to gather data for reports

Media Planner, Advertising Business Course Syracuse, NY August 2018 - Present
Worked with media, account services and creative teams to determined goals for campaigns • Gathered statistics for media plan using Atlas DMT • Monitored media placement and researched trends • Used Adobe InDesign to create media placement reports

Digital Sales Manager, The Daily Orange Syracuse, NY October 2014 - May 2015
Managed website advertising content, supervising a staff of seven • Set up ad campaigns through online ad serving system • Maintained and optimized campaigns through performance analysis and weekly campaign reports • Coordinated with ad reps and IT department on a daily basis

Communications Intern, ABC Corporation New York, NY May 2015 - August 2015
Conducted daily media monitoring • Ghost-wrote two press releases per week about upcoming events • Called local vendors to price venues for client events • Researched contacts for media list • Wrote media alert and daily tweets to promote client events

Desk Assistant, Syracuse University Library Syracuse, NY September 2015 - February 2016
Assisted students with reference and research queries • Instructed visitors in use of database • Checked out materials and processed late fees

Skills

- Simmons OneView, Atlas DMT
- Associated Press Writing Style, fluent Urdu, conversational Spanish
- Microsoft Excel, PowerPoint, Word; Adobe Photoshop, Illustrator, InDesign
- WordPress, X, YouTube, Instagram

Education

S.I. Newhouse School of Public Communications; Syracuse University
Master of Arts: Advertising May 2019

Martin J. Whitman School of Management, College of Arts and Sciences; Syracuse University
Bachelor of Arts: Marketing, English Minor: History May 2015

- GPA 3.8 , Dean's List
- Chancellor's Scholar, National Society of Collegiate Scholars

Activities

- Habitat for Humanity
- Women in Communications