

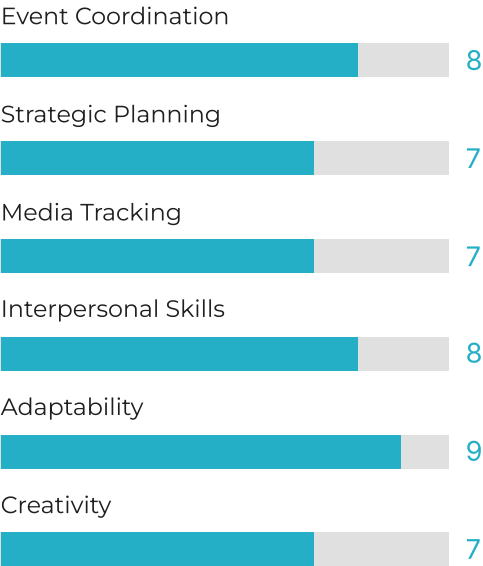


SOPHIA BROWN

Public Relations Intern - Brand Management

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SKILLS



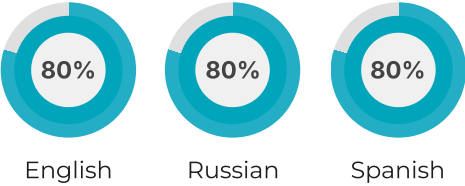
INTERESTS

- DIY Projects Crafting
- Meditation History

STRENGTHS

- Humility Innovation
- Insightfulness Integrity

LANGUAGES



ACHIEVEMENTS

- Successfully increased social media engagement by 30% through targeted campaigns.
- Executed a press event that generated over 50 media placements and increased brand visibility.

PROFESSIONAL SUMMARY

Innovative public relations enthusiast with two years of experience in brand management and media communications. Proven success in crafting engaging press materials and executing effective social media strategies. Committed to enhancing brand visibility and fostering meaningful relationships with stakeholders. Ready to leverage my skills to support impactful PR initiatives and elevate brand presence.

WORK EXPERIENCE

Public Relations Intern - Brand Management Apr / 2024-Ongoing
Seaside Innovations Santa Monica, CA

- Assisted with day-to-day Public Relations and Community Relations efforts to enhance brand image.
- Crafted compelling feature stories and game recaps for Amerks.com, boosting online engagement.
- Managed the production of game notes and official roster sheets for all home games.
- Maintained media contact lists and updated databases regularly.
- Collaborated with team members to brainstorm creative PR ideas.
- Distributed game statistics to media and coaches, facilitating informed reporting.
- Coordinated DVD recordings of games for distribution to coaching staff and officials, improving game analysis.

Public Relations Intern Apr / 2023-Apr / 2024
Cactus Creek Solutions Phoenix, AZ

- Supported the launch of specialized medical centers, enhancing community outreach efforts.
- Participated in website development and content creation to promote healthy lifestyle messages.
- Developed and managed a social media campaign across multiple platforms, reaching a demographic of 40+.
- Created media relations materials for practice launches, improving public engagement.
- Assisted in client meetings to maintain awareness and alignment on project goals.
- Utilized WordPress to develop a pro-bono website, showcasing digital skills.

EDUCATION

Bachelor of Arts in Public Relations Apr / 2022-Apr / 2023
University of Example Phoenix, AZ

Focused on media relations, strategic communication, and brand management.