

# SOPHIA VICTORIA RODRIGUEZ

## DIGITAL MARKETING & DESIGN

sophiavictoria.design@gmail.com

sophiavictoria-r.com

## SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe Lightroom, Adobe XD, Wrike, Hoot Suite, Studio Photography, Video Editing, Facebook Ads, Canva Design

## EXPERIENCE

Feb. 2023 -  
Present

### Account Coordinator

#### **The Aura Groupe**

[www.auragroupe.com](http://www.auragroupe.com)

- Social media content management for luxury residences, hospitality, and lifestyle brands.
- Notable mentions: Waldorf Astoria Miami residences, West Eleventh Residences, SLS South Beach, and AC Hotel Miami Dadeland.

Jan. 2020 -  
Aug. 2022  
(2 years,  
6 months)

### Marketing Assistant

#### **University of Miami Student Affairs - Marketing Division**

[www.communications.studentaffairs.miami.edu](http://www.communications.studentaffairs.miami.edu)

- Develop marketing messaging and design materials for various University entities/events.
- Examples include merchandise, social media, and print advertisements.

May. 2022 -  
Dec. 2022  
(7 months)

### Social Media Intern

#### **Ander & Co Public Relations**

[www.anderpr.com](http://www.anderpr.com)

- Assist in social media content management for luxury real estate groups and hospitality brands.
- Notable mentions: Ritz Carlton Estero Bay, Ocean Walk FL, Salt Leaf Estero Bay, and One Commercial Real Estate Brokerage.

May 2019 -  
Jan. 2022  
(3 years)

### Graphic Designer

#### **Orange Umbrella Consultancy**

[orangeumbrellamiami.com](http://orangeumbrellamiami.com)

- Design marketing materials for in-house and external clients. Examples include brand guidelines, social media graphics, and print assets.

## EDUCATION

University of Miami

### **Class of 2022**

- Creative Advertising B.S.C, Marketing Minor, UX/UI Design Minor