

SOPHIE BLUMENFELD

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Cell: 914-907-4514

EDUCATION

Elon University - Elon, NC

B.A. PSYCHOLOGY | Minor: Digital Art
August 2019 - May 2023 | GPA 3.6
Concentrations in marketing

PROFESSIONAL SKILLS

Adobe: Illustrator, Photoshop,
Lightroom, InDesign, After Effects

Microsoft: Word, Excel, PowerPoint

Software: Procreate, Tableau

Certifications: Social Media Marketing,
Mental Health First Aid, QPR suicide
prevention

Disciplines: Graphic Design, Animation,
Logo Design, Layout Design, DSLR
Photography, Content Creation,
Illustration

PERSONAL SKILLS

Creative thinker
Collaborative
Detail-oriented
Analytical
Organized
Agile

SOCIAL

@sneakersbysophie 

www.linkedin.com/in/sophie-blumenfeld-1a4596161/

RELEVANT EXPERIENCE

IPG Health / FCB Health NY

ART DIRECTION INTERN | *June 2023 - August 2023*

Assisted the Lilly creative team with DSE concepts, including the MOD and MOA. Member of a multidisciplinary pitch team tasked with developing a branded digital / social media strategy and creative campaign. Partnered with creative interns to ideate and develop creative assets to be presented to executive management.

Live Oak Communications

CREATIVE CONTENT PRODUCER | *February 2023 - May 2023*

Collaborated weekly with account supervisors to develop earned-first and paid creative campaign strategies for a diverse range of local clients. Produced original photography, video, graphics, and social content.

Creative Resolutions

GRAPHIC DESIGNER | *August 2021 - May 2022*

Independently created collateral material promoting on-campus events. Responsible for visuals, copy, and layout.

The Social Institute

GRAPHIC DESIGN AND SOCIAL MEDIA

MANAGEMENT INTERN | *June 2022 - September 2022*

Created earned-first and paid content for social media ideas. Captured the brand's identity through design and content creation. Translated company data into infographics.

Sneakers by Sophie

DESIGNER AND OWNER | *July 2015 - Present*

Design, create and sell customized sneakers; donating a portion of proceeds to NAMI. Manage orders, payments, and shipping to customers. Promote business through social media.

ON-CAMPUS INVOLVEMENT

Active Minds Club

PUBLIC RELATIONS CHAIR | *August 2020 - January 2023*

Curated content for posts on Instagram and Facebook regarding holidays and remembrance days related to mental health and club events. Designed club apparel.