# Sofia Garcia

sofiaigarcia121@gmail.com | linkedin.com/in/sofia-garcia05

## EDUCATION

**University of Miami** **Coral Gables, FL**
*Bachelor of Science in Advertising* *May 2026*
*Master of Science in Marketing* *May 2027*
Honors: Presidential Scholarship, Dean's List, Associated Collegiate Press Pacemaker Award
Relevant Coursework: Digital Marketing; Influencer Marketing; Strategic Marketing; Artificial Intelligence in Advertising; Consumer Behavior; Retailing

## EXPERIENCE

**Sotheby's International Realty – Jonathan Vega Group** **Miami, FL**
*Social Media & Marketing* *October 2026 – Present*
- Create and edit social media videos and digital content showcasing luxury real estate and the Jonathan Vega brand.
- Support social media posting and marketing initiatives to strengthen online presence and audience engagement.

**Style By Sofi** **Miami, FL**
*Business Owner* *May 2019 – Present*
- Built and scaled a jewelry brand, growing Instagram @stylebysofii to 6,000+ followers and 50K+ monthly profile views organically.
- Developed a cohesive, aspirational brand that generated $70,000+ in revenue.

**ZAG Creates** **Miami, FL**
*Social Media Coordinator* *June 2026 – October 2026*
- Created and edited engaging social media content for multiple clients across various platforms.
- Managed social media accounts to maintain brand consistency and strengthen online presence.

**Shop Alexis (Luxury Women's Fashion Brand)** **Miami, FL**
*Sales and Ecommerce Intern* *January 2026 – May 2026*
- Supported luxury retail, wholesale and e-commerce operations, maintaining brand image and elevated customer experience.
- Assisted with merchandising, Shopify operations, website design and digital marketing execution.

**Modern Luxury** **Miami, FL**
*Events and Marketing Intern* *August 2024 – November 2024*
- Captured photo and video content at luxury events for elevated digital storytelling.
- Supported event planning, operations and on-site coordination.

**Alpha Kappa Psi** **Miami, FL**
*Director of Public Relations* *Dates to confirm*
- Led social media strategy, content creation, merchandising and brand voice development.
- Produced campaign and event content, contributing to a 20% increase in attendance and recruitment.

## ACTIVITIES & INTERESTS

Interests: Traveling, Photography, Pickleball, Fashion Design, Content Creation

## SKILLS

Technical Skills: Artificial Intelligence, Adobe, Canva, Shopify, Social Media, Meta Ads
Languages: Conversational Proficiency in Spanish