

Sophia Ramirez

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WWW: LinkedIn | Portfolio

A creative marketing student with hands-on experience managing social media campaigns and leveraging data-driven strategies to enhance brand messaging and user engagement. A passion for creating impactful content that resonates with target audiences.

Academic Experience

Student Social Media Coordinator

University of Texas, Austin, TX January 2024 - Current

- Developed engaging content for the university's Facebook, Instagram, LinkedIn, and Twitter accounts, resulting in a 12% increase in followership and a 17% increase in user engagement across all social channels
- Analyzed social media performance and leveraged Google Analytics to refine content strategy and improve scheduling for social media posts
- Collaborated with faculty and marketing students to promote campus events and university programs, increasing average attendance rates by up to 23%

Marketing Research Project

University of Texas, Marketing Analytics Course, Austin, TX August 2023 - December 2023

- Designed a survey to analyze student preferences for university services, which included collecting and evaluating data from over 400 participants
- Presented data-driven insights and survey trends to faculty to inform future updates to campus dining and career center services
- Created Tableau dashboards to enhance data visualization for survey results

Key Skills

- Content creation
- Market research
- Campaign planning
- Data analysis
- Social media management
- Digital marketing tools (Canva, Hootsuite, Google Analytics)

Education

Bachelor of Arts (B.A.) Marketing May 2024
University of Texas, Austin, TX