

SOPHIA LEVANDOSKI

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EXPERIENCE

VCU Career Services Communications Student Assistant

907 Floyd Ave, Room 143 Box 842007 Richmond, VA 23284

- Conceptualize and develop VCU Career marketing materials and coordinate multiple design projects
- Created and curated content for VCU Career Service website, email campaigns, social media platforms, event marketing and overall promotion of services offered to VCU students.

Digital Freelance Designer

May 2018 — Current

Upwork

- Design a variety of materials for clients including flyers, posters, presentations, social media marketing materials, etc.
- Used Photoshop to creatively edit photos
- Online clients have included educational, nonprofit, real estate, entertainment, medical and dining establishments

Richmond Nonprofit PR Campaigns

Jan. 2018 — Current

Stavna Ballet | Breath Matters

- Contributed in group collaboration to develop PR strategy for local Richmond nonprofits.
- Produce creative collateral and specific recommendations that the client counts on using.
- Identified and analyzed functionality and best practices, including audience engagement, benchmarking and appropriate metrics for social media monitoring, measurement and evaluation.

Harrisonburg Public Schools Certified Substitute Teacher

One Court Square Harrisonburg, VA 22801

Sept. 2015 — June 2016

- Fulfilled long-term substitute position as a 7th grade special education teacher assistant
- Worked substitute assignments for all academic age levels (pre-K through 12)
- Assisted in the administration of SOL testing for the middle school grade levels

EDUCATION

Virginia Commonwealth University

907 Floyd Ave, Richmond, VA 23284

GPA: 3.75 | Projected Graduation Date: May 2019

Bachelor of Science, Major in Mass Communications concentration in Public Relations | Business Minor

RELEVANT COURSEWORK

Public Relations Writing & Media Relations • PR Management & Case Studies • PR Research •

Effective Speech • Sociology • User Experience • Marketing • Legal Environment of Business

SKILLS

Adobe Photoshop Creative Cloud • Adobe InDesign Creative Cloud • SPSS Statistical Software Competent
Hootsuite Platform Certification • CITI Course • Siteimprove Web Fundamentals: Accessibility, Analytics, and
SEO • AP Style Writing • Press Releases • Media Kits • Market Research • Social Media Management