

## Experience

### University Girl Magazine | *Digital Director*

**August 2025 - Present**

Syracuse, NY

- Manage the digital operations of the magazine, overseeing website content, updates, and organizational presence across digital platforms
- Publish articles, photoshoot content, videos, and update staff pages to ensure timely, accurate content delivery
- Work alongside with the Design Director and Managing Director to maintain the Ugirl brand image
- Create and post graphics and articles to engage the online audience and expand readership

### University Girl Magazine | *Graphic Design Intern*

**June - August 2025**

Remote

- Designed custom graphics for articles published on the website, ensuring a cohesive and visually appealing aesthetic
- Assisted social media team to create engaging visuals for Instagram, TikTok and other platforms
- Stayed on top of design trends and contributed fresh ideas for visual storytelling while maintaining brand consistency across all visual materials

### Creative Jaws | *Graphic Design Intern*

**June - October 2024**

Remote

- Conceptualized, collaborated, and planned content creation for Instagram, TikTok and Amazon Storefront
- Designed the company's first digital College Gameday Scrapbook
- Strengthened efficiency by managing emails, orders, and consultations
- Composed and initiated email campaigns to increase brand visibility and engagement for lifestyle content, product promotion

### Long's Jewelers Shadow Experience | *Director of Digital Creation and Marketing Team*

**July 2024**

Burlington, MA

- Collaborated with marketing team to photograph, edit and upload product images onto company website
- Learned about optimizing the company's Shopify account to increase e-commerce sales and visibility
- Observed graphic designer and studied process for creative ad campaigns for Instagram

### Fox News Shadow Experience | *Managing Editor of Social Media*

**February 2024**

New York, NY

- Observed the Managing Editor of Social Media and Vice President of Design and Product Management
- Engaged with graphic designers in developing content for live television



**Sophie Rottenberg**

## Contact

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## Education

Syracuse University

S.I. Newhouse School of Public

Communications

Syracuse, NY

## Skills

Adobe Photoshop, Illustrator,

Lightroom, InDesign • Canva •

Procreate • Blender • Figma

• Google Docs, Sheets, Slides

Google • Instagram • Tik Tok •

Foundations of User Experience

(UX) Design Certificate