

Experience

Wavelength | Graphic Design Associate

January 2026 - Present

Syracuse, NY

- Design branded graphics, social posts, and visual assets for Wavelength, Name Image & Likeness (NIL), Barstools Cuse, and Cuse Media
- Produce high-engagement visuals for a combined audience of 350K+ followers across platforms
- Collaborate with marketing and content teams to support campaigns and digital storytelling

Syracuse Football | Social Media Intern

October 2025 - Present

Syracuse, NY

- Create and edit short-form content for Instagram, TikTok, and YouTube Shorts to boost audience engagement and brand visibility
- Design graphics, captions, and campaign visuals aligned with brand identity and marketing goals
- Support day-to-day creative operations, contributing to content planning, social strategy, and digital campaigns

Syracuse Athletics | Creative Digital Media Intern

Syracuse, NY

October 2025 - Present

- Design, craft and edit engaging visual content for video boards, social media and print ads to enhance fan experience and promote athletic events
- Refine and retouch sports photography at events
- Collaborate with the creative team on multimedia projects supporting game-day coverage and athletic marketing initiatives

University Girl Magazine | Digital Director

August 2025 - Present

Remote

- Manage the digital website for University Girl Magazine and oversee the whole organization digitally
- Post articles and graphics on the digital magazine website
- Publish articles, launch photoshoot pictures, videos, and updates staff pages
- Work alongside with the Design Director and Managing Director to maintain the UGirl brand image

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 Jawns | Graphic Design Intern

June - October 2024

New York, NY

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



Sophie Rottenberg

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[LinkedIn](#)

Education

Syracuse University

S.I. Newhouse School of Public

Communications

Syracuse, NY

Skills

Adobe Photoshop, Illustrator,

Lightroom, InDesign • Canva •

Affinity • Procreate • Blender

• Figma • Google Docs, Sheets,

Slides • Instagram • Tik Tok •

Foundations of User Experience

(UX) Design Certificate