





Sophie Rottenberg

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EDUCATION

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS SYRACUSE UNIVERSITY

Class of 2029

GANN ACADEMY

Class of 2025

SKILLS

- Adobe Photoshop
- Adobe Express
- Adobe Illustrator
- Canva
- Adobe Lightroom
- Procreate
- Adobe InDesign
- Blender

ACTIVITIES

- Women's Varsity Tennis Captain 11, 12
- Women's Varsity Tennis 9, 10, 11, 12
 - Independent Girls Tennis Conference Champions 9
- Women's Varsity Volleyball Manager 11
- Gann Gametime Sports Journal 12
 - Lead Graphic Designer
- Yearbook Club 10, 11, 12
- Sports Talk & Debate Club 10, 11, 12
- BBYO Jewish Youth Movement 10, 11, 12
- Jewish Teen Initiative Peer Leadership Fellow 10

SERVICE

- Jewish Teen Initiative 10
- Jewish Family Table 10
- Jewish Family and Children Services 10, 11
- JCC Krakow 11
- Save a Child's Heart 10, 11, 12

VISUAL COMMUNICATIONS EXPERIENCE

FREELANCE GRAPHIC DESIGNER - EVERYTHING.BY.G February 2025-Present

- Craft and execute custom graphics for college merchandise

CREATIVE JAWNS GRAPHIC DESIGN INTERNSHIP June-November 2024

- 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
- Strengthened efficiency by managing emails, orders, and consultations

SYRACUSE UNIVERSITY PRE-COLLEGE GRAPHIC DESIGN PROGRAM July-August 2024

- Developed proficiency in Adobe Illustrator, Adobe Photoshop and Adobe InDesign during two-week intensive graphic design course
- Engaged in collaborative projects to gain exposure in the field of graphic design and visual communications

GANN ACADEMY GRAPHIC DESIGN INTERN January 2024-Present

- Created and designed 30+ posters for the 1st Annual Gann Alumni Day attended by 250 people by using Adobe Photoshop
- Partnered with faculty members in developing and editing visual media to promote school events

SOCIAL MEDIA MANAGER, WOMENS VARSITY VOLLEYBALL TEAM September-November 2023

- Managed social media platforms for the Gann Varsity Volleyball Team
- Photographed and edited team games/practices to post on Instagram

SHADOW EXPERIENCES

DIRECTOR OF DIGITAL CREATION, LONG'S JEWELERS June 2024

- 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

MANAGING EDITOR OF SOCIAL MEDIA, FOX NEWS February 2024

- 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