



Sophia Ramirez

Student Social Media Coordinator

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Professional Experience

Student Social Media Coordinator

University of Texas, Austin, TX

January 2024 - May 2024

- Created content that grew followership by 12% and engagement by 17% across four platforms.
- Used Google Analytics to optimize post timing and improve campaign reach.

Marketing Research Project

University of Texas, Austin, TX

August 2023 - December 2023

- Surveyed 400+ students to analyze service preferences and presented insights to faculty.
- Built Tableau dashboards to visualize trends, influencing campus dining updates.

Education

B.A. in Marketing

University of Texas at Austin | May 2024

Marketing major passionate about social media strategy, content creation, and data-driven brand messaging. Skilled at drafting campaigns, analyzing performance metrics, and collaborating on cross-functional promotions to boost engagement.

Key Skills

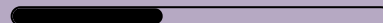
Content Creation



Data Analysis



Digital Marketing Tools



Campaign Planning

