

# Sophia Paudel

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## EDUCATION

### University of Akron

*M.A. in Strategic Communication*

**Akron, OH**

2024 - 2025

### Loyola University Chicago

*B.A. in Advertising & Public Relations*

**Chicago, IL**

2020 - 2023

## EXPERIENCE

### Bard College Berlin

*Communications Coordinator*

*Communications Assistant*

**Berlin, Germany**

*Oct. 2024 – Present*

*Sept. 2023 – Oct. 2024*

- News writing and public relations
  - Writes engaging news articles featuring faculty contributions in academia and the arts, as well as student, alumni, and event-related news; key contributor in editorial team of three
  - Translates research in politics, economics, arts, and humanities into news stories and social media content
  - Contributes to PR campaigns for public events; builds media lists, pitches to media, and invites journalists to events, including EU- and publicly-funded projects. Secured features in national publications.
- Social media content creation, strategy, and analytics
  - Key contributor to Bard College Berlin's social media presence within a team of four; develops social media content and drives engagement strategies on Instagram, Facebook, LinkedIn, and TikTok
  - Leads the college's strategy on LinkedIn; researches best practices and established a regular LinkedIn presence; grew follower count by 27% in 1 year
- Event coordination
  - Directly supervises a team of 2 part-time event assistants and coordinates catering for on-campus public events
  - Composes weekly internal e-newsletter sharing on- and off-campus events to students, faculty, and staff
- Graphic design and web design
  - Frequently edits website through internal CMS utilizing HTML; uploads photos, edits text; redesigned Alumni Relations webpages, contributed to designing new Communications and Media webpages
  - Designs posters and graphic materials utilizing Adobe Photoshop and InDesign for both print and digital use

### C|Louise Public Relations

*PR & Marketing Intern*

**Chicago, IL**

*Sept. 2022 – Oct. 2022*

- Wrote engaging social media copy for multiple client content calendars to increase brand awareness and drive traffic
- Monitored media coverage and compiled regular reports for clients detailing digital and broadcast media placements
- Assisted PR team in pitching to media contacts and influencers for earned media placements and influencer partnerships; assisted in successful influencer pitch resulting in 37.8k views and 1.2k likes for posted social media content

### Feeding America

*Communications Intern*

**Chicago, IL**

*May 2022 – Aug. 2022*

- Supported projects throughout the Communications & Community Engagement Department of the National Office to communicate with the public, partners, media, and the Feeding America network of 200 food banks across the country
- Composed bi-weekly e-newsletter "Network Connection" to an audience of 9,000 national office and food bank staff
- Drafted press releases, communication toolkits, and social media copy for corporate donor campaigns
- Researched and compiled data-driven best practice recommendations to leverage an emerging presence on TikTok

## CERTIFICATIONS & SKILLS

**Certifications:** Graduate Certificate in Strategic Social Media, University of Akron (2025), Data Analytics, Meta (2025)

**Software:** Adobe Creative Cloud, Microsoft Office, Canva, Meta Business, MailChimp, Constant Contact, Airtable, Later

**Languages:** English (native), German (B2)