

# SOFIA MCCLINTOCK

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## CONTACT



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Philadelphia/Collegeville, PA

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## EDUCATION

Temple University - Philadelphia, PA

B.A. Media Studies and Production

Minor: Content Creation

GPA: 3.85

Expected Graduation: May 2027

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## RELEVANT COURSEWORK

- Intro to Media Production, Business, & Analysis
- Intro to Media Theory
- Intro to Advertising
- The Recording Industry and Music Business
- Intermediate Video Production
- Intro to Internet Studies and Web Authoring
- Digital Media & Advertising
- Creating a Media Business
- Social Media Marketing
- Digital and Social Media in Sports

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## SKILLS

Microsoft Word  
Powerpoint  
Excel  
Adobe Premier Pro  
Adobe Photoshop  
Adobe Media Encoder  
Audacity  
Canva  
Wix  
CapCut  
Youtube  
Tik Tok

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## AWARDS

2025 MSP Awards: 3<sup>rd</sup> place, Best Short Audio Production

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## VOLUNTEER

DREAM Program - October 2024 - present

## PROFILE

Creative and driven Media Studies and Production student with a strong passion for digital storytelling and community engagement. Experienced in managing and growing social media platforms through original, trend-driven content across Instagram, TikTok, and YouTube, with skills in short-form video editing, graphic design, and brand storytelling. Experience in translating brand values into compelling content that builds connection, growth, and excitement. Organized, self-motivated, and prepared to contribute to and lead creative campaigns that elevate brands and engage diverse audiences.

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## WORK EXPERIENCE

### Internship

The U.S Allstar Federation - Club Cheer & Dance (USASF)

October 2024 - May 2025

- Planned, created, and scheduled content for social media across various platforms
- Monitored trends and audience engagement to inform content strategy and improve relevance
- Manage communications with the all-star community
- Collaborate with the marketing and design teams to ensure brand consistency

### CBX Staff

CycleBar

2022 - 2024

- Front Desk Relations - Communicate with staff & costumers to ensure a positive and memorable experience
- Sales - Sell monthly memberships and packs
- Make calls to leads for future bookings
- Social Media - created and supported content across Instagram & TikTok to promote studio events, memberships, and community engagement
- Studio host - host happy hours, holiday events, wellness week, and other various events
- Attend and facilitate grassroots events

### Team Member

Urban Air

2020 - 2025

- Concession Operations - take orders, make, and serve food
- Party host - act as personal liaison for party guests, serve food, clean-up, and ensure exceptional customer experience from beginning to end
- Front Desk Relations - Sell memberships, cash handling, and manage register
- Help coordinate events for customers

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## CLUBS & ORGANIZATIONS

### Public Relations Student Society of America (PRSSA)

- Digital Committee
  - Write blogs, manage website, and promote club
- Community Service Committee
  - Help plan and run events for local non-profits and charities
- Social Media Committee
  - Create, plan, and post content on social medias

### Temple Advertising Club (TAC)

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