

SOPHIE FERRIS

sferris.ferris@gmail.com

(704) 661 6237

linkedin.com/in/sophie-ferris

sophieferris.com

EXPERIENCE

Chi Omega – Chapel Hill, NC

Recruitment Chair, November 2022 – Present

- Nominated by a group of over 200 women to be one of ten chapter leaders.
- Serving as a mediator between chapter members, advisors, and the university.
- Coordinating with and training 205 sorority members for proper procedures, rules, and regulations.
- Representing chapter values of integrity, community, respect, and inclusivity.
- Managing an annual budget of \$6K+.

Ogilvy – New York, NY

New Business Development Intern, June 2023 – August 2023

- Collaborated with high-level executives and top leaders at Ogilvy on multiple advertising campaign pitches, demonstrating the ability to work effectively in a professional environment.
- Assisted in the preparation and execution of over 5 campaign pitches within a two-month period, contributing to the agency's new business development efforts.
- Maintained a positive and constructive working relationship with coworkers, ensuring smooth communication and coordination during the fast-paced and high-pressure pitch process.
- Managed and coordinated schedules for up to 10 team members, ensuring seamless collaboration, efficient workflow, and timely delivery of project milestones during high-pressure campaign pitches.

BeReal – New York City, NY

Campus Director, January 2022 – December 2022

- Promoted the brand by communicating with UNC organizations and encouraging partnership.
- Acted as a liaison between UNC student organizations and BeReal marketing directors.
- Fostered a positive and friendly relationship between the company and UNC students.

Chi Omega – Chapel Hill, NC

Social Events Director, November 2021 – December 2022

- Organized 6 to 7 events on campus per semester for over 400 attendees.
- Built connections with local businesses and venues and maintained positive relationships.
- Collaborated with an executive board to create budgets, mentor underclassmen and increase member engagement within the chapter.
- Managed an annual budget of \$94K+.

EDUCATION

University of North Carolina at Chapel Hill, Hussman School of Journalism and Media

B.A., Media and Journalism,
expected May 2024

(Advertising/Public Relations, GPA 3.87)

London School of Economics
Summer School Program, June 2022 – July 2022

- Relevant Coursework:
MG101: Marketing, MG103: Consumer Behavior: Behavior Fundamentals for Marketing and Management, GPA 4.0

RELEVANT COURSEWORK

- Art Direction
- Product Design
- Graphic Design
- Media & Magazine Design
- Foundations of Interactive Media
- Motion Graphics

SKILLS

- Adobe Suite:
 - Illustrator
 - Photoshop
 - After Effects
 - InDesign
 - XD
- Web Design:
 - HTML
 - CSS
 - WordPress