

SOFIA DIAZ

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EDUCATION

University of Florida College of Journalism and Communications
Bachelor of Science in Advertising– Persuasive Messaging

Gainesville, FL
May 2026

EXPERIENCE

The Agency at UF

Graphic Designer

Gainesville, FL

November 2024 - Present

- Create innovative multimedia graphics using market research insights, including website mockups, pitch decks, packaging designs, and social media posts.
- Collaborated on developing the agency's 10-year anniversary photobook, designing internal pages highlighting key milestones and team moments while ensuring consistency with brand guidelines and tone.
- Work with clients and internal teams to develop unique, engaging advertising campaigns and creative concepts.

Republica Havas

Creative Intern

Miami, FL

June - August 2024

- Designed and produced 20+ pieces of internal agency content, such as the National Intern Day video and agency-wide merchandise designs.
- Designed marketing collateral and contributed to group projects for agency clients such as AARP, Mente, and Ocean Bank.
- Assisted the creative team with internal and external commercial productions, including NewBiz and Sedanos.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Rowdy Magazine

Social Media Coordinator

Gainesville, FL

October 2024 – Present

- Support the social media team for one of the nation's boldest and outspoken student-run magazines.
- Develop social media posts about pop culture, lifestyle, college life, fashion, and trends that boost visibility and audience engagement.
- Select and edit photos, write captions, and ensure all content aligns with the magazine's voice and visual identity.

Hispanic Student Association (HSA)

Assistant Executive Director of Communications

Gainesville, FL

May 2024 - Present

- Work alongside the Vice President of Communications to devise a communications campaign across social media, merchandise, and general marketing.
- Oversee and assist all other directors within the communications cabinet in executing projects that will move our communications campaign forward.
- Maintain the organization's content calendar and schedule social posts for timely publication.

Hispanic-Latinx Student Assembly (HLSA)

Marketing Director

Gainesville, FL

March - August 2024

- Developed and executed a brand guide and theme, "Ilumina Tu Camino", to promote the Hispanic-Latine Student Assembly, engage Hispanic-Latine students at UF, and enhance its visibility and reputation.
- Created branding assets to promote the event, including the logo, digital content, social media, and merchandise.
- Collaborated with the Executive Board to manage weekly meetings with 11 coordinators to manage event logistics, including overseeing a marketing cabinet.

ADDITIONAL INFORMATION

- **Skills:** Leadership, Branding, Illustration, Client Services, Project Management, Graphic Design, Copywriting, Social Media Curation, Adobe Creative Suite, Google Workspace, Wix, Figma, Microsoft Office
- **Languages:** English (Native), Spanish (Intermediate)
- **Certifications:** Google Analytics, Hootsuite, LinkedIn Mobile Marketing Strategy
- **Interests:** Drawing, Video Games, Baking, Dancing, Music, Trinket Collecting