

Sophie Fenton

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Education

Bachelor of Arts in Advertising

Anticipated June 2025

University of Oregon, Eugene OR

- Minors in Business Administration & Women and Gender Studies.
 - Recipient of The University of Oregon's Pathway Scholarship.
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Experience

Peer coach

Nov 2022 - Present

UO Career Center, Eugene OR

- Support students with their career readiness skills, while strengthening awareness of career opportunities through in person drop-in appointments.
- Coach students on resume and cover letter writing, interview skills, networking, and other career competencies.
- Engage in weekly team meetings and connect with campus in a significant way.
- Create presentations and lead workshops on various career disciplines.

Development and Communications Intern

June 2023 - Sept 2023

Stone Soup PDX, Portland OR

- Streamlined various organizational structures for the nonprofit, including drive structure and creating a new employment position.
- Created content for various media platforms, such as Instagram, Facebook and gorilla marketing.
- Provided comprehensive copy deliverables to Grady Britton to aid them in defining our target markets.
- Organized and managed a promotional campaign that increased our retail soup subscription numbers.

Owner

July 2021 - Aug 2023

Rebrand Redemption, Tigard & Eugene OR

- Source, sell, and deliver clothes.
 - Accrued over \$800 profit.
 - Donated 20% of the proceeds to Planned Parenthood.
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Clubs & Activities

Project Manager, Social Media Emphasis

Sept 2023 - April 2023

Ad Team, Eugene OR

- Create a campaign for Tide to compete in the American Advertising Federation's student competition.
- Develop timelines for my team, monitor progress and set deadlines.
- Communicate with all disciplines, administration and other organizations to coordinate projects and bolster our reach and impact.
- Instill strong leadership to maintain cohesive teamwork and content production for various media platforms, including Instagram and LinkedIn.

Editor in Chief

Sept 2021 - May 2022

Tigard High School's The Paw, Tigard OR

- Received various national awards for my reporting.
- Significantly bolstered our Arts and Entertainment section.
- Published 30+ articles.

Outbound Exchange Student

June 2019 - Aug 2019

Rotary Club of Tigard, Rafaela ARG

- 2,000+ hours of language and cultural immersion.
- Gained vital life skills: confidence, independence, self-reliance, and self-awareness.