

Sophia Knobbe

sknobbe13@gmail.com | 832-833-2682 | Dallas, Texas

EDUCATION

Southern Methodist University

Bachelor of Arts, Fashion Media

Bachelor of Arts, Public Relations

GPA: 3.9 / 4.0

Honors: Distinguished Scholar, Fulton Scholar, & Honors Program

Dallas, Texas

May 2027

EXPERIENCE

Nostalgia and Noise

Dallas, Texas

PR and Event Intern

August 2025 – December 2025

- Strengthened digital presence by driving Instagram growth from 8,613 followers at the start of the internship to 10,000+, leveraging consistent content production, community engagement, and targeted influencer outreach.
- Supported PR and communications efforts by researching and sourcing influencers/media contacts, writing and distributing press releases, and developing detailed case studies for each event and collaboration.
- Delivered on-site and remote event support through content capture, guest communication, and curated promotional content, including shot lists, content pitches, and creative direction for event coverage.

The Women's Fund

Houston, Texas

PR & Communication Intern

June 2025 – August 2025

- Developed and executed the 2025 social media marketing calendar and strategies, managing content creation, graphic design, and posting; resulted in improved content consistency and measurable growth in audience interaction.
- Wrote, designed, and gathered materials for two organizational newsletters; ensured consistent branding and messaging, resulting in increased community engagement and awareness of programs.
- Produced a comprehensive social media analytics report to evaluate performance trends and guide future content decisions; recommendations informed more targeted outreach efforts and enhanced overall marketing effectiveness.

Kate Swail Designs

Dallas, Texas

Social Media Account Manager

August 2024 – May 2025

- Directed social media strategy and visual branding for Kate Swail Designs on Instagram, producing content calendars, designing graphics, and tracking analytics to boost engagement and brand recognition.
- Partnered with the jewelry designer to define branding and style direction, producing content that enhanced brand storytelling, spotlighted key jewelry trends, and drove measurable sales growth.
- Developed weekly style guides to highlight seasonal jewelry trends and optimize product visibility, resulting in enhanced brand awareness and a stronger connection with target audiences.

LEADERSHIP

SMU Look

Dallas, Texas

Assistant Event Director

May 2024 – Current

- Execute promotional events that increase brand awareness for *SMU Look* and strengthen team engagement, contributing to the magazine's campus presence and readership growth.
- Recruit local business partners and secure sponsorships to fund and enhance magazine event initiatives, expanding resources and elevating event quality.
- Lead a team of event coordinators to ensure all events are well-promoted, run smoothly, and align with the *SMU Look* brand.

Student Foundation

Dallas, Texas

Campus Event Activity Coordinator

January 2025– Current

- Manage event budgets to plan and execute engaging campus activities, coordinating with vendors, distributing contracts, and ensuring seamless operations that enhance student participation.
- Cultivate relationships with businesses and organizations to secure partnerships and sponsorships, expanding resources and elevating event impact.
- Collaborate with team members in weekly meetings to develop creative event concepts, oversee logistics, and ensure each activity delivers a memorable and well-branded experience.

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in English; Conversational Proficiency in Bulgarian

Certifications & Training: Google Analytics 4, HTML, Excel, Fundamental Media Relations

Interests: Singing, Dancing, Music, Fashion, Research