

Sophia Knobbe

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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

PR and Event Intern

Dallas, Texas

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

PR & Communication Intern

Houston, Texas

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

Social Media Account Manager

Dallas, Texas

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

Assistant Event Director

Dallas, Texas

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

Campus Event Activity Coordinator

Dallas, Texas

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