

Sophia J. Kirschner

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EDUCATION

University of Miami Herbert Business School
Bachelor of Business Administration in Marketing
Minor in Strategic Communication

Coral Gables, Florida
May 2026

- **GPA:** 3.97/4.0
- **Honors:** Summa Cum Laude, President's Scholarship, Beta Gamma Sigma, President's & Provost's Honor Roll, Dean's List
- **Relevant Coursework:** Consumer Behavior, Application of AI in Marketing, Advertising Strategy Development, Marketing Research and Market Analysis, Digital Media Metrics, Social Media Influencers, Marketing Management, Social Media Messaging & Strategies

WORK & LEADERSHIP EXPERIENCE

Inspire Brands (Arby's, Baskin-Robbins, BWW, Dunkin', Jimmy John's, Sonic) **Atlanta, Georgia**
Audience Planning Intern May 2025 – August 2025

- Built a 14-step paid/owned media orchestration deck mapping cross-functional touchpoints across Planning, Execution, and Reporting phases to improve coordination between paid media and CRM teams
- Collaborated on a cross-functional demand generation project to identify a potential brand acquisition, defining three audience profiles and a \$30M full-funnel media strategy across six channels
- Recommended a digital guest experience initiative for Arby's through a business case, targeting customers 25-49, featuring exclusive in-app flavors, free late-night delivery, and new in-app badging
- Learned end-to-end audience creation and distribution across Inspire's portfolio, from interpreting brand briefs to building audience segments for paid media and pushing them to partners for targeted campaigns

USA Track & Field
Communications Intern

Indianapolis, Indiana
May 2024 – July 2024

- Compiled and emailed 'Daily Clips' to 500+ people covering the latest track and field news
- Wrote 50+ Team USATF athlete bios to be used internally at the 2024 Paris Olympics
- Assembled and edited media guide for 2024 U.S. Olympic Team Trials — Track & Field and NYC Grand Prix to be used and followed by all media personnel in attendance
- Composed numerous news stories and press releases published on USATF website

Miansai (Modern Jewelry & Accessories)
Marketing & PR Intern

Miami, Florida
January 2024 – May 2024

- Captured and edited behind-the-scenes content from formal campaigns and independent shoots, crafted engaging copy, and created a posting schedule for TikTok
- Monitored three Miansai social platforms, engaging 130K+ followers via DMs, comments, and mentions
- Identified Instagram and TikTok influencers aligned with Miansai brand for PR gifting to boost earned media, drive brand visibility, and foster influencer partnerships

Wheaton World Wide | Bekins Van Lines
Sales & Marketing Intern

Indianapolis, Indiana
May 2023 – June 2023

- Curated SEO-optimized blog posts for Wheaton website to share relevant tips and increase visibility
- Generated reports on inbound/outbound moves and year-over-year changes for strategic review
- Audited agent websites for adherence to Wheaton brand standards, ensuring accuracy and consistency
- Assisted Communications Specialist and Sales & Marketing Administrator on branded photoshoot

SKILLS, ACTIVITIES & INTERESTS

Language: Basic understanding of Spanish

Technical Skills: Microsoft Office Suite (Excel, PowerPoint, Word, Outlook), Canva, Final Cut Pro

Activities: Member of American Marketing Association, Varsity Volleyball Captain ('22), Volunteer at Patachou Foundation, Volunteer for Breast Cancer Awareness and Education, The American University of Rome Study Abroad Program

Interests: Culinary Arts, Travel, Video Editing & Production, Content Creation, Painting