

Sofia Sarmiento Rosa

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EXECUTIVE SUMMARY

Bilingual Marketing major at the University of Central Florida with hands-on experience in social media strategy, video content production, and digital community engagement. Proven ability to create high-performing social-first content across platforms including Instagram, TikTok, Facebook, X, LinkedIn, and YouTube. Skilled in photography, video editing, analytics, and trend monitoring, with experience supporting content campaigns and growing engaged digital audiences.

EDUCATION

University of Central Florida, Orlando, FL

Bachelor of Science in Business Administration, Marketing

Awards: President's Honor Roll, Dean's list

May 2027

GPA: 3.729

PROFESSIONAL EXPERIENCE

City of Orlando, Orlando, FL

January 2026 – Present

Marketing Intern – Office of Commissioner Tony Ortiz, District 2

- Develop digital content highlighting district initiatives, community programs, and public events
- Capture photography and video content for social media and newsletters to increase community engagement
- Support promotion of outreach programs and events through strategic digital storytelling

UCF Global, Orlando, FL

January 2025 – Present

Social Media Content Creator

- Produced and managed social-first content across Instagram, Facebook, X, LinkedIn, and YouTube, and published website content using WordPress targeting international and prospective students
- Captured and edited photography and video using Adobe Creative Cloud and Canva to support digital campaigns and social media engagement
- Supported promotion and coverage of campus events through digital campaigns and cross-department collaboration
- Grew Instagram audience from 4,800 to 7,755 followers between Q1 2025 and Mar 2026 (61.6% increase)
- Analyzed social media performance data and industry trends to optimize content strategy

DS Group Media, Brasília, Brazil

January 2023 – August 2023

Marketing Operations Assistant

- Managed advertising campaign timelines and monitored media coverage while coordinating administrative operations
- Generated campaign performance reports and analyzed results to provide data-driven recommendations

Freelance, Remote

January 2021 – December 2022

Social Media Marketing Consultant & Designer

- Developed tailored social media strategies aligned with clients' business goals
- Designed multimedia content and optimized engagement using analytics insights

LEADERSHIP & ORGANIZATIONS

American Marketing Association at UCF, Orlando, FL

Spring 2026 – Present

Marketing Committee Member

UCF Knight-Thon, Orlando, FL

Fall 2024 – Spring 2025

Marketing Committee Member

VOLUNTEER EXPERIENCE

Conversation Partner Program, UCF Global, Orlando, FL

September 2023 – December 2025

Conversation and Office Volunteer

Projeto Abrace a Equoterapia (Nonprofit Hippotherapy Project), Brasília, Brazil

January 2021 – December 2021

Content Creator & Social Media Manager

ADDITIONAL INFORMATION

Languages: English, Portuguese, Spanish (intermediate)

Certifications: Excel Associate Certification, Google Ads Immersion (EBMD)

Skills: Adobe Creative Cloud, Canva, Hootsuite, iMovie, Premiere Pro, WordPress, SendGrid, OptiSigns, Mailchimp, Microsoft 365

Awards: AMA Marketing Case Competitions: Winner (2025), 2nd & 3rd Place (2026)