

# Sophie Volk

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## EDUCATION

**Bachelor of Arts and Sciences in Communication Studies**, The University of Nebraska- Lincoln, Lincoln, NE

May 2028

Minor in Advertising and Public Relations

Cumulative GPA: 3.57/4.0 (Fall 2025)

## HONORS & AWARDS

Dean's List (Fall 2024)

Husker Power Scholarship Recipient (Fall 2024)

## SKILLS & CERTIFICATIONS

Microsoft Word, Adobe Illustrator, Adobe InDesign | Canon DSLR Camera Equipment Certification (2026)

## RELEVANT PROJECTS

**Strategic Development**, Aquafina Brand Perception Campaign- Integrated Marketing Communications Plans Book, Oct.-Dec. 2025

- Developed a comprehensive IMC campaign aimed at shifting consumer perception of Aquafina using extensive secondary research, competitor analysis, and audience insights
- Created a full PESO model, media plan, Gantt chart, SMART objectives, creative brief, and sample creatives to guide strategy and timeline
- Collaborated with a team of 4 to produce a cohesive, professional plan book mirroring real-world agency work

**Communication, Advocacy, and Global Citizenship**, Photovoice Art Representation Analysis in Lincoln, NE, October 2025

- Conducted ethnographic research examining which community voices are represented or missing within the Lincoln art scene
- Completed a full photovoice process, including proposal development, field notes, photo documentation, and on-site observations at museums and public art spaces
- Interviewed university art major students and analyzed qualitative data to understand patterns of inclusion and exclusion in local art curation
- Presented a visual and research-driven analysis answering the key question: "Does Lincoln, Nebraska, do a good job of representing diverse voices through its featured art?"

## LANGUAGE SKILL

Spanish: Speaking – Intermediate in speaking, listening, writing, and reading

## WORK EXPERIENCE

**Barista, Cashier**, *Nelson Produce Farm*, Valley, NE, June 2025-August 2025

- Prepared a variety of espresso-based and brewed coffee drinks to meet customer preferences
- Provided fully Spanish-English bilingual customer service to provide each customer with exceptional and tailored experience
- Demonstrated self-motivation and initiative by volunteering to contribute to the farming duties, including unboxing and organizing the shipment and event planning for multiple festivals
- Created coffee orders, served customer food orders, sanitized coffee equipment multiple times during each shift
- Managed POS transactions accurately and efficiently during high-volume hours, leveraging effective delegation and collaboration skills

**After School Program Team Member**, *All Star Kids*, Bennington Public Schools Foundation, January 2022-July 2024

- Supervised elementary-aged children, ensuring their safety in a structured environment
- Assisted with homework support and fostered positive interactions among students
- Professionally communicated with parents by preparing and presenting proper documentation daily, fostering trust

## VOLUNTEER WORK

**Volunteer**, *Transformations Thrift Store*, Lincoln, NE, October 2024-March 2025

- Sort through bins of clothing and prepare items to be hung on the floor to ensure homeless visitors have a boutique-style experience
- Used POS system to manage sales and track inventory for volunteer-run business