

# Sophia Asher

Lockport, NY | 716-420-4753 | ashersophia6@gmail.com | [www.linkedin.com/in/sophia-asher](http://www.linkedin.com/in/sophia-asher)

## Marketing Professional | Content Creation | Brand Development

Results-driven marketing and communications professional with hands-on experience in digital marketing, advertising, content creation, and brand development. Proven ability to drive engagement, manage campaigns, and deliver creative solutions for diverse audiences. Adept at leveraging social media, graphic design, and strategic communications to achieve organizational goals.

### Skills

- Digital and Social Media Marketing
- Brand Development and Advertising
- Content Creation and Copywriting
- Graphic Design and Media Production
- Event Planning and Fundraising
- Data Analysis and Reporting
- Relationship Building and Stakeholder Engagement
- Team Collaboration and Leadership

### Experience

#### Marketing Intern

Buffalo Academy of Science Charter School, Buffalo, NY

Jan 2026 – Present

- Support fundraising and alumni relations, increasing donor engagement through targeted outreach
- Develop and distribute newsletters, press releases, and multimedia communications
- Manage event-driven social media campaigns to boost community participation

#### Philanthropy Chair

Phi Sigma Sigma National Sorority, Canisius University, Buffalo, NY

Sep 2025 – Present

- Lead chapter's charitable initiatives, coordinating events and partnerships with local nonprofits
- Collaborate with leadership team on philanthropy and outreach initiatives

#### Multimedia and Art Director

The Griffin Newspaper, Canisius University, Buffalo, NY

Sep 2022 – Present

- Design graphics and advertising materials for print and digital platforms, enhancing brand visibility and readership
- Grow social media following and engagement by managing accounts and executing creative campaigns

#### Lifeguard

YMCA Buffalo Niagara, Lockport, NY

Jan 2022 – Present

- Ensure safety and positive experiences for patrons, promote youth programs, and support community events

#### Communications Lead

American Marketing Association, Canisius University, Buffalo, NY

Nov 2024 – Dec 2025

- Developed and executed marketing strategies for events, increasing attendance and member engagement
- Produced compelling content for flyers and social media, strengthening the organization's brand

#### Communications Intern

Childhood Cancer Society, Lockport, NY

Jun 2025 – Aug 2025

- Expanded brand awareness by recruiting and training social media ambassadors, achieving set targets for donations and outreach

## **Social Media Content Creator**

Canisius University Admissions, Canisius University, Buffalo, NY

Sep 2024 – May 2025

- Produced videos to support admissions campaigns, contributing to increased applicant interest
- Collaborated with team members to brainstorm and deliver creative content

## **Marketing Intern**

PCA Technology Group, Buffalo, NY

May 2024 – Aug 2024

- Authored blog posts and managed LinkedIn content, expanding company's digital presence
- Enhanced team collaboration through participation in networking events and skill-building workshops

## **Education**

### **Canisius University**

Buffalo, NY

Bachelor of Science in Integrated Marketing Communication, May 2026

Bachelor of Science in Digital Media Arts (Graphic Design concentration), May 2026

- GPA: 3.89 | Dean's List (all semesters)
- IMC Masterclass (top students in Marketing)
- Honor Societies: Omicron Delta Kappa (leadership), Alpha Sigma Nu (scholarship, service), Lambda Pi Eta (communications), and DiGamma (Canisius)
- Phi Sigma Sigma National Sorority (leadership, learning, service)