

Sofia DePasquale

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EDUCATION

Rochester Institute of Technology

Bachelor of Science in Marketing | Minor in Management Information Systems – GPA: 3.97

Accelerated MBA Program – GPA: 4.0

Rochester, NY

May 2026

Expected May 2027

SKILLS

Marketing: Social Media, Brand Management, Content Strategy, Campaign Development, Market Research

Analytics: GA4, Tableau, Excel, Minitab, Social Media Analytics

Tools: Canva, CapCut, Hootsuite, Meta Business Suite, Asana, Gain

EXPERIENCE

Hunt Hollow Ski Club

Social Media Manager

Naples, NY

Oct. 2025 – Present

- Manage end-to-end Instagram and Facebook strategy, including content planning, photography, videography, graphic design, copywriting, and scheduling through Meta Business Suite.
- Grew Facebook following 5.4% and Instagram following 10% through seasonal content campaigns while achieving 1.50% and 2.54% engagement rates, respectively.
- Develop and execute branded campaigns for member events, collaborating with board leadership to increase brand visibility and community participation.

C&D Advertising

Marketing Intern

Rome, NY

May 2025 – Aug. 2025

- Managed digital content across Facebook, Instagram, YouTube, LinkedIn, and Google for multiple agency clients, supporting content creation, scheduling, and campaign execution.
- Supported commercial productions by staging shots, managing talent, assisting behind the scenes, and appearing on camera.
- Analyzed social media and GA4 performance data for Water Safari, identifying high-performing demographics and geographic markets and developing recommendations to improve content targeting.

Philosophy of Baking

Content Creator

Rome, NY

Mar. 2023 – Aug. 2024

- Produced 15 viral short-form videos generating 5M+ views, growing the account to 72,400 followers through strategic content planning, filming, editing, and trend analysis.
- Grew account from 0 to 13,000+ followers in six weeks through audience engagement, trend analysis, and community-building initiatives.

PROJECTS

Kozel Program (RIT Entrepreneurship) | Co-Founder, Marketing & Branding

- Co-founded a social competition mobile application, taking the concept from ideation through customer validation, product positioning, and go-to-market planning.
- Conducted 175+ customer discovery interviews to validate market demand and inform product positioning, differentiation, and pricing strategy.
- Developed branding, messaging, competitive analysis, and go-to-market strategy; presented a complete investor pitch deck at RIT Demo Night to potential investors and community stakeholders.

LEADERSHIP & ACTIVITIES

Beta Gamma Sigma International Business Honor Society • College of Business Student Tutor • Leadership Academy Mentor • Alpha Sigma Alpha Sorority Member • 2024 Women in Business Leadership Summit