

Sofia Arleo
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EDUCATION

Colby College, Waterville, ME **Bachelor of Arts, May 2023**
Major: Anthropology and Latin American Studies
Honors Thesis: Thanks, It's Second-Hand: Shifting Values of Second-Hand Clothing in Mexico City
Awards: Stand-Out Senior (2023) Walker Grant Recipient: Summer 2022 (\$3,000) Independent research project in Mexico City looking at recycled art and sustainability, January 2023 (\$3,000) Funding for thesis research in CDMX.

Study Abroad: Universidad de Salamanca **Fall 2019**

Marin Academy **2015-2019**

EXPERIENCE

SOFIARLEO **May 2023 - Present**
Freelance Graphic Designer

- Graphic design and packaging using the Adobe Creative Suite.

The Colby College Museum of Art, Waterville, ME **January 2020 – May 2023**
Advisory Board Member and Student Guide

- Organized museum tours, programs and events following comprehensive training and introduction
- Constructed curated playlists for enhanced museum experience
- Wrote articles for The Lantern, Colby College Museum's magazine

Colby College Music Department, Waterville, ME **August 2020 – May 2023**
Graphic Designer

- Crafted marketing strategy for 2-3 events per month increasing attendance by over 150%.
- Designed advertising media and programs using Adobe creative suite

Freelance Studio Assistant, San Francisco, CA **June 2022-July 2022**

- Assisted Hughen/Starkweather in studio and with multimedia installation piece at Google
- Assisted visual artist Ranu Mukherjee in studio for "Dear Future" project.

KW Content, Burlington, VT **Summer 2021**
Content Strategy Intern

- Managed accounts for 4 companies executing advertising and communication on all socials with 10-100k following.
- Lead individualized content strategy for 2 additional clients.

Sierra Nevada Alliance, Tahoe City, CA **Summer 2020**
Communications Intern

- Developed Alliance social posts 3x per week
- Created advertisements for Alliance events 3x per month
- Spearheaded formatting for Alliance Newsletter 2x per month

Futurum : School of Food, San Francisco, CA **Summer 2020**
Creative Assistant

- Negotiated media and interactive creative components to program
- Drafted mock website through collaboration with global contributors

SKILLS & INTERESTS

Spanish (fluent), Adobe Suite, Google Suite, Microsoft Office, backcountry skiing, trail running, cycling, crochet.