

Sophia Lea Schroy

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EDUCATION

Florida Atlantic University

Bachelors of Business Administration in Marketing

University of Technology Sydney

Study Abroad - Exchange Program in Marketing

University of Seville

Study Abroad - Faculty Led Program in International Marketing

Boca Raton, FL

Expected Spring 2026

Sydney, Australia

Jul. 2025 - Nov. 2025

Seville, Spain

Jul. 2025 - Nov. 2025

Florida Atlantic University High School

High School Diploma - Summa Cum Laude

Boca Raton, FL

May 2025

LANGUAGES

Fluent in English and Brazilian Portuguese, basic/intermediate Spanish.

RELATED EXPERIENCE

Amy Gale Studio

Brand Strategist and Marketing Consultant

Brisbane, Australia

Jul. 2025 - Dec. 2025

- Developed a multi-channel marketing campaign (digital, social media, PR) for key events and activation.
- Designed company's website using Squarespace
- Conducted market research and analysis to inform niche brand positioning, identifying key client needs and competitive trends to drive growth strategies.
- Performed as a "Moveable Feast" for a Gold Coast charity event, ensuring alignment with the core brand identity to provide a compelling customer experience.
- Documented high profile charity activation at Sofitel, Sydney and produced social media assets to promote events.

Oombarra Productions

Production Assistant for Bain Stewart

Sydney, Australia

Jul. 2025 - Dec. 2025

- Worked on several projects related to international touring production and marketing under the guidance of Mr. Stewart.
- Shadowed Mr. Stewart during high-level meetings with major organizations, including Opera Australia, the Museum of Contemporary Art Australia, the Balnaves Foundation, Winda Film Festival, Netball Australia, and the Governor General of Australia.

FEGO

Marketing Intern

Seville, Spain

May 2025 - Jun. 2025

- Designed a website for a vegan food startup company.
- Developed a social media strategy across Instagram and TikTok to promote tempe products.
- Conducted market research to understand what needs to be done to differentiate the brand from existing competitors.

Graphic Design Experience

Private Student of Professor James Dunlap

New York, NY

Jan 2025 - May 2025

- Completed a series of graphic design projects on Adobe Illustrator
- Focused on the psychology and history of design to understand how to elicit different emotions from consumers.

American Marketing Association

Boca Raton, FL

Creative Board Member

Nov. 2024 - May 2025

- Create social media posts to promote club events and spread awareness of new developments within FAU's college of business.

FAU Growing Native Oases Made for Engagement (GNOME)

Social Media Historian

Sep. 2024 - May 2025

- Assist in the club's social media promotion through the contribution of photography and videography of club meetings.

Peaceable Assembly / Gray Krauss Entertainment

New York, NY

Film Script Reader/Actor

Feb. 2024 - present

- Work alongside film writers and directors to analyze movie scripts in their initial stages.
- Provide detailed feedback and constructive criticism to extensive works of writing.
- Apply an understanding of human behavior to portray and act out characters in a realistic manner.
- Collaborate with industry professionals in the script writing process.

Peace and Justice Studies Association

Social Media Advocate

Summer 2020

- Used ProCreate to create designs for a series of Instagram posts that communicated environmental issues and urged the public to take action.
- Created a social media campaign to raise awareness of environmental justice issues.

OTHER RELEVANT EXPERIENCE

Mad Arts Museum

Dania Beach, FL

Columbia University Digital Storytelling Lab - The Last Human Workshop

Dec. 2025

- Used Cline to code an immersive art experience that was displayed in the museum.
- Created prototypes for The Last Human Collective to develop further for the 2026 Ignite Festival.

WildEarth Guardians

(part-time, remote)

Conservation Researcher

Oct. 2023 - Mar. 2024

- Researched for and drafted the organization's Living Land Acknowledgement.

SKILLS

ProCreate; Canva; Adobe Illustrator; G suite; Microsoft Office (Word, Excel, Powerpoint); Instagram; Reels; TikTok; Squarespace; Cline

SELECTED ACCOLADES AND AWARDS

Mary Ann and Richard Cook Study Abroad Scholarship

2025

President's List, Florida Atlantic University

2022-2025

Recognized Carson Scholar

2017-2024