

SOFIA BARBIERI

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Via Maddalena di Canossa 4
37123 Verona, Italy

EDUCATION

Boston College, Chestnut Hill, MA May 2012 (expected)
B.A. in Communications • Minors: International Relations, Sociology GPA: 3.267
Additional Certificate: Global Proficiency Program

Relevant Coursework:

- Public Relations, Advanced Public Relations, Crisis Communication, Intercultural Communication, Research Methods, Public Speaking, Feature Writing, Visual Communication Theory, Interpersonal Communication, Rhetorical Tradition, Survey of Mass Communication

Liceo Linguistico "Alle Stimate", Verona, Italy June 2008
Italian Linguistic Baccalaureate Final Grade: 98/100

RELEVANT WORK EXPERIENCE

Schneider Associates, *Public Relations Intern* January 2011- present

- Assist in management of professional services and consumer tech group accounts
- Create clips of major publications and conduct research for clients
- Participate in agency-wide brainstorming sessions, staff meetings and client calls
- Organize and attend client events and conferences

Media Technology Services, Boston College, *Office Assistant* September 2009- present

- Interact with clients and communicate their needs to staff members
- Manage the reception area and perform various office tasks
- Train new student employees by familiarizing them with the organizational structure of the office

O'Neill And Associates, *Public Relations/Marketing Intern* September 2010-December 2010

- Wrote and distributed press releases and media advisories
- Compiled comprehensive media lists for events
- Conducted frequent research using different media sources to search for potential new clients for the firm
- Took part in client meetings, all staff meetings, and events
- Assisted the Marketing Director in drafting case studies and relationship marketing proposals

Nixon Peabody, LLP, *Marketing/Public Relations Intern* June 2010-August 2010

- Developed comprehensive contact lists for external media relations; including new hire press releases and proactive pitches
- Actively researched and drafted media pitches for contributed article opportunities for firm's attorneys. Pitched and secured placement in leading industry publications
- Conducted competitive intelligence research on similar-scale law firms' social media programs to develop internal recommendations
- Developed articles for firm's internal weekly newsletter, highlighting pro bono successes and interesting cases
- Participated in weekly calls with marketing department colleagues recapping media relations activities for their respective regions

Language Connections, *Marketing/Communications Intern* June 2010-August 2010

- Fully translated the firm's website in Italian as well as life sciences documents
- Created Italian life sciences contact list and insert new contacts in the data base
- Acquired marketing techniques & methodology for conducting international marketing campaigns
- Executed a "Bio-Pharma industry in Italy" campaign

Office of Residential Life, Boston College, *Resident Assistant* August 2009-May 2010

- Planned and implemented social and educational activities for residents
- Worked closely with Resident Assistants and Directors to create a residential community through programming
- Ensured the safety of residents and enforced policy
- Supported the Office of Residential Life in its mission to create inclusive educational living and learning environments

ACTIVITIES/VOLUNTEER EXPERIENCE

SocialEyes, Sociology Journal of Boston College, *Editor and Marketing Coordinator* March 2010- present

- Edit submissions and coordinate marketing strategies

Arrupe International Program, Belize January 2010

- Built a house for a Belizean family through the Hand in Hand Ministry association and assisted kids affected with AIDS

The Heights Newspaper, Boston College, *Contributor* September 2008- May 2009

- Wrote and periodically submitted articles for Features section

SKILLS

Languages Fluent in Italian and English; proficient in Spanish and German; working knowledge of French

Computer Proficient in Microsoft Word, Excel, and Power Point; Operating Systems: PC and Macintosh