

# SOPHIE VILLARREAL

Sugar Land, TX 77479 ▪ sophievillarreal@tamu.edu ▪ (832)-244-6811 ▪ www.linkedin.com/in/svillarreal35/

## EDUCATION

---

### TEXAS A&M UNIVERSITY

#### *Bachelor of Arts in Telecommunication Media Studies*

*Minor in Journalism and Philosophy*

GPA: 3.33/4.0

College Station, TX

May 2025

## WORK EXPERIENCE

---

### THE BATTALION

#### Community Engagement Manager

College Station, TX

October 2023 - Present

- Expand and implement community engagement strategies aligned with organizational goals while writing in AP Style.
- Logged an engagement increase of 102% and had close to 200,000 impressions after only three months in position.

#### JOUR 303 Package #1 Social Media Editor

August 2023 - November 2023

- Developed shareable content for social campaign across various social media platforms to enhance publication visibility for a new journalism course offered at the university after its debut in the 1990s.
- Recorded over 10,000 views in three days with four videos of planned campaign via Instagram Reels and iMovie.

#### Guest Contributor

January 2022 - October 2023

- Investigated and reported "Are Hispanic Aggies visible now? One year after A&M achieves HSI status: JOUR 203"
- Wrote "Gen Z & Love: JOUR 303 Special Feature" and is now used as exemplary writing for JOUR 303 course.

### TEXAS A&M UNIVERSITY

#### Department of Communication and Journalism | *Original Lectures & Presentations by Sophie Villarreal*

College Station, TX

October 2022 - Present

- "Utilizing Man on the Street Interviewing with Gen Z" (Fall 2023)
- "Virality on Tiktok with Citizen Journalism" (Spring 2023)
- "Independent voice: Creating Accessible Virtual Adventures through Google Slides" (Spring 2023)
- "The Future of Race & Ethnicity in Sport: A Focus on Latinx Representation in the Sports Industry" (Fall 2022)
- "Tiktok: How to Be an Interviewer on TikTok Workshop" (Fall 2022)

### GFG DEVELOPMENT GROUP

#### Creative Marketing Specialist

Sugar Land, TX

May 2023 - August 2023

- Analyzed company engagement analytics and strategized media campaigns for the company to ensure long-term success.
- Applied data analytics to produce highly engaging content that is applicable to construction and remodeling.

### TEXAS A&M UNIVERSITY

#### Teaching Assistant | Communication and Sport with Alan Grant

College Station, TX

August 2022 - Present

- Facilitate challenging conversations in an educational environment involving gender, sexuality, race, ethnicity, class, and the intersectionality of sport and communication.
- Assist Professor Grant with organizing and creating productive learning environment structures, encouraging over 150 undergraduate students to engage in difficult discourses surrounding intersectionality and sport.

### BCS CHRONICLE

#### Freelance Journalist/Breaking News Reporter

College Station, TX

July 2021 - January 2023

- Responsible for researching a story, obtaining the facts, providing photographs or video, conducting interviews, and writing the story and having quick and efficient turnover rates that deliver informative, consumable media during breaking news.
- Highest Viewership Stories: "Batt Gets the Boot: TAMU President Orders Student Newspaper to Cease Printing"

### REVOLVE MEDIA

#### Multimedia Specialist

Houston, TX

May 2021 - Present

- Created this company to build the skills necessary in the world of multimedia and content creation.
- Produced numerous projects with diverse mediums such as podcasting, radio, film, YouTube videos, photography, digital content creation, live streaming, iBook narration and choose your own adventure game creation.
- Coordinated with potential clients and prepared mock-ups to present at consultations and contracts.

## CERTIFICATIONS AND ACTIVITIES

---

**Certificates:** Pre-Law Certificate, Social Media Certificate

**Affiliations:** Texas A&M Omega Phi Alpha Delta Chapter, Texas A&M Pre-Law Society, The Battalion, Texas A&M Communication, Media and Gaming Lab, Former KANM Radio Personality, Former Texas A&M Women's Club Rugby Athlete