

SOPHIA PORTELLI

EXPERIENCE

Fox Corporation

Los Angeles, CA

Distribution Marketing Assistant / August 2019 - present

- Manages Fox Corporation's network portfolio consisting of FOX Entertainment, FOX Sports and BigTen Network to collaborate with our MVPD, OTT and dMVPD partners.
- Oversees the creation of multiple BTB marketing communications including monthly programming grids, newsletters and e-blasts that blast both internally and externally to our affiliates.
- Assists with the development of creative campaign decks and assets for portfolio renewal campaigns and partnership marketing efforts with our affiliates.

21st Century Fox

Los Angeles, CA

FOX Networks Group Distribution Marketing Intern / May - August 2018

- Worked on the FOX Networks Group catalog, which includes FOX, FX, FOX Sports, Big Ten Network and National Geographic
- Built and edited marketing presentations
- Assisted with the conception and execution of B2B marketing communications
- Conducted extensive social media tracking of affiliates during the 2018 FIFA World Cup

MarketingLab, Incorporated

Minneapolis, MN

Creative Marketing and Graphic Design Intern / May - August 2017

- Used Adobe programs to design digital and print advertisements, coupons and social media posts for clients, which included Prestige Brand Holdings, Inc., Western Union, Phillips Distilling, Twin City Orthopedics, Land O' Lakes Butter and Angie's BoomChickaPop
- Acted as a production assistant for in-house photography and video shoots for clients

Wisconsin Homecoming Committee

Madison, WI

Public Relations Chair / January - December 2017

- Ran the committee's social accounts, increasing following by 300%
- Coordinated sponsorship and promotional posts during Homecoming Week and throughout the year

Senior Capstone Project

Madison, WI

Production Manager / January - May 2019

- Produced short video spots on sports communication professionals
- Managed student videographers and coordinated interviews
- Assisted in the creation of the new Sports Communication certificate program at UW-Madison

EDUCATION

University of Wisconsin-Madison

School of Journalism & Mass Comm.

Bachelor of Arts

Strategic Communication &
Communication Arts (TV/Film)

Certificate in Digital Studies

Graduated May 2019

CONTACT



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/sophia-portelli

TECHNICAL SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Audacity
- Canva
- CisionPoint
- Celtx
- CustomShow
- Hootsuite
- Basic HTML/CSS Webcoding
- iMovie
- Meltwater
- Microsoft Office Suite
- Prezi
- Simmons OneView Data Analysis
- Social Media/Web Analytics