

Sofia Korostyshevsky
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PROFESSIONAL EXPERIENCE

Universal Destinations & Experiences

June - August 2026

Global Promotions Intern

- Streamlined team operations by managing expense reports, monthly calendars, recap decks, and media evaluation forms
- Completed a competitive research project on podcasts

Zimmerman Advertising

June - August 2025

Copywriting Intern

- Collaborated with a cross-functional team to develop strategic, results-oriented campaigns for two Zimmerman clients: Diamonds Direct and the Horatio Alger Scholarship
- Gained experience in integrated strategy, creative development, and retail account services.

The Independent Florida Alligator

August 2024 - present

Advertising Sales Representative

- Generated \$3,000+ in digital and print ad sales revenue by identifying underutilized campus advertising opportunities
- Oversee all on-campus ad sales while mentoring and directing a student intern

MyEMSHHealth

Brand Manager Internship

March 2024 - May 2025

- Managed and maintained social media content for a longevity clinic in Brickell, Miami
- Gained 400+ followers for @myemshhealth and @coachjenia on instagram

ORGANIZATIONAL EXPERIENCE

Journalism and Communications Ambassador

August 2024 - present

Vice President of Internal Relations as of August 2025

- Lead internal communications and professional development initiatives for 74 ambassadors
- Conduct guided tours of the CJC for prospective students and families
- Provide academic support by leading review sessions for advertising courses

The Agency at UF

January 2026 - present

Copywriter

- Drafted award submission for University of Florida Chartwells that won Gold Honors
- Currently resourced to generate promotional content for Chartwells North Carolina, UF Inquire Capitalism, and Flip Fold

Ad Society Trips Director

September 2025 - present

- Plan and lead professional development trips by coordinating travel logistics, and securing agency visits to provide members with networking and career opportunities

SKILLS

- **Technical:** Client Relations, Sales Strategy, Copywriting, Market Research, Public Speaking, Bilingual (English/Russian)
- **Professional:** Proficient in Canva, and the Google, Meta Business and Microsoft Office Suites

EDUCATION

Bachelor of Science in Advertising

May 2027

University of Florida | Gainesville, FL

Tisch Screenwriting & Playwriting Program

July 2022

New York University | New York, NY

RECOGNITION

- Recipient of the 2023 Arts for Life Scholarship for excellence in poetry