

Sofia Pipa

MARKETING · DESIGN

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Education

New York University

New York, NY

M.A. IN VISUAL ARTS ADMINISTRATION, GPA: 3.9/4.0

Aug. 2021 - May 2023

- Relevant Coursework: Appraisal & Valuation of Art, Law and the Visual Arts, Visual Arts Markets, Branding, Advanced Marketing, Leadership, Corporate Sponsorship, Entrepreneurship
- Activities & Societies: NYU Steinhardt Ambassador
- Awards: 2-year Graduate International Student Scholarship

Roger Williams University

Bristol, RI

B.A. IN VISUAL ARTS, GPA: 3.44/4.0

Aug. 2017 - May 2021

- Minor in Arts and Cultural Administration, Minor in Global Communications
- Relevant Coursework: History of Art and Architecture, Arts Funding & Reporting, Visual Communication, Management, Marketing, Intercultural Communication, Digital Media
- Activities & Societies: RWU International Ambassador, Phi Beta Delta Honor Society
- Awards: 4-year Presidential Scholarship, 4-year Portfolio Talent Scholarship, Senior Excellence Award

Work Experience

Onassis Public Benefit Foundation

New York, NY

MARKETING & PROGRAMMING INTERN

Sep. 2022 - Present

- Responsible for automating and optimizing the subscriber outreach process using CRM software. Successfully on-boarded 800 new subscribers in two months.
- Analyzing subscriber behavior data to formulate and implement targeted marketing strategies.
- Assisting with the graphic design of social media platforms and major exhibitions.

Clive Davis Gallery NYU Brooklyn

New York, NY

GALLERY ASSISTANT

Feb. 2022 - Present

- Working closely with the Chief of Staff of NYU Tisch and Clive Davis Institute of Recording Music's Chair to manage the gallery's PR campaigns, promotions and events.
- Designing graphics for digital and print promotions, event flyers, social media, and website posts.
- Researching and connecting with Brooklyn-based artists for upcoming collaborations.

Athens BIENNALE

Athens, Greece

PRODUCTION TEAM INTERN

May 2020 - Jul. 2020

- Assembled a curatorial board for 100 participating artists and assisted with their project installations.
- Reviewed artists' budget proposals and compiled budget allocation reports.
- Prepared press releases in collaboration with the communications team.

VICKISARGE

London, UK

MERCHANDISING INTERN

Jan. 2020 - Apr. 2020

- Managed the brand's media communications and facilitated meetings with jewelry designers.
- Monitored execution timeline of the brand's collaboration with Mark Fast during the LFW AW'20 show.
- Led the design of the brand's SS'20 online and print catalogue in Adobe Creative Suite.

JOCKEY Inc.

New York, NY

WOMEN'S DESIGN TEAM INTERN

Jun. 2019 - Aug. 2019

- Assisted the brand's Design Director with researching domestic markets to identify new trends on fabric coloration, techniques, and sustainability technologies.
- Participated in the design of the brand's SS'21 lingerie and active wear catalogue.
- Coordinated the sample production process to ensure that samples were produced and delivered on time.

Technical Skills

Image Design	Adobe Creative Cloud Suite (Premiere, Photoshop, InDesign, Illustrator), Canva, SketchUp
Marketing	PPC Ad Campaigns (Stukent Mimic), Mailchimp
CMS	WordPress, Trello, Prezi, Microsoft Office, Wix
Visual Arts	Painting & Drawing, Printmaking, 2D and 3D renderings, Photography, Video Production
Languages	Greek (native), English (fluent)