Sophia Copeland

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EDUCATION

Muhlenberg College, Allentown, PA   Expected Graduation: June 2023
Double Major: **Business Administration** and **Theater**
Minor: **Film Studies**
GPA: 3.85

WORK EXPERIENCE

Assistant Director, End Overdose Together 501(c)(3), Muhlenberg College, Allentown, PA   2019 - Present
- Supervise all financial transactions within a $100,000 grant operational budget ensuring non-profit compliance with FASB/GAAP regulations.
- Direct organizational information systems using consistent syntax and naming conventions arranging product materials, forms, timesheets, payroll trackers, invoices and receipts to be efficiently retrievable.
- Execute grant funding metrics and generate reports for stakeholder analysis to forecast monetary policy for future expenditures.
- Manage all staff payroll processing scrutinizing staff time submissions to determine accurate payment amounts per specific grant criteria.
- Accurately process then reconcile supply purchases against predetermined budget parameters for appropriate allocations in state-reviewed ledger ensuring the timely collection of billable reimbursements.
- Handle all external communications with contracted parties to manage company social media including Instagram, Facebook, and Twitter.

Student Intern, Muhlenberg College, Advancement Communications, Allentown, PA   2020 - Present
- Audit Muhlenberg College Advancement website Alumni & Friends to identify and correct navigation errors, fix style guide inconsistencies, or troubleshoot issues to drive higher alumni engagement using Terminal Four application software.
- Use Emma email client and Sprout Social aggregation software to effectively plan and communicate Advancement initiatives with alumni, donors, and college stakeholders leading strategic multi-channel marketing efforts.
- Post weekly to Alumni social media channels including Instagram, Facebook, and Twitter.
- Conduct a sentiment analysis from key social media metric data to propagate alumni and donor engagement.
- Extrapolate pertinent key performance indicators from Emma email software including response data open rates, click rate, promotional shares, or bounce errors to drive quarterly strategic conversations identifying new target markets to increase alumni engagement.
- Collect, organize, and refine systematic distribution of all media or content assets for promoted use in software systems and displayed on communication channels from multiple databases.

Style Consultant, Target, Lower Nazareth, PA   2021 - Present
- Assist store guests in roles such as fitting room consultant, cashier, and sales floor style consultant, as well as operate the Target phone line to assist calling customers.
- Ensure the store is clean and organized by sorting guest returns and try ons then placing them back on the sales floor in their proper location.
- Operate in the back storeroom to process new items by keeping track of out of stock and backstocked products then place them in their correct location either at the sales floor or in the backroom.
- Create highly visible advertising merchandise displays for new items on the sales floor.
- Operate as a closing team member by helping guests find their final purchases and staying after hours to organize, clean, and close up the store.

Paraeducator, Bucks County Intermediate Unit, Extended School Year Program, Quakertown, PA   June - August 2021
- Worked with a multi-disciplinary, educational team to provide Emotional and Autistic Supports for students (grades K-9).
- Implemented therapeutic supports with students related to Acceptance and Commitment Therapy.
- Created and implemented academic and social skill building activities for students.
- Obtained CPI (Crisis Prevention and Intervention) certification

- Facilitated crisis management strategies with physically aggressive and destructive students.
- Collected and organized student data

Student Intern, Muhlenberg College, Corporate, Foundations, and Government Relations, Allentown, PA   2019 - 2020
- Lead marketing and advertising initiatives for the 150 member Board of Associates Organization by formulating, developing, and executing a new website with consistent branding.
- Created online visual materials for web content applications such as photo galleries, video archives, and illustrative graphics.
- Coordinated strategic advertising with the Executive Director of Advancement Communications to promote the Board of Associates website by creating e-newsletters, email campaigns, and campus flyers.
- Optimized Google Analytics integrations on the Board of Associates website to quantify user behavioral data sets for targeted marketing campaigns.
- Strategized promotional and pricing allocations per budget stipulations for marketing channels to increase undergraduate student engagement at Board of Associate on-campus events.
- Assisted in dues collection, data entry, and fundraising operations for the Board of Associates within Corporate, Foundation, and Government Relations maintaining financial reporting criteria.
- Conducted annual qualitative SWOT analysis to identify Strengths, Weaknesses, Opportunities, and Threats pertaining to the Board of Associates for targeted marketing analysis.
- Designed invitations, RSVP cards, and promotional materials for the Board of Associates 13 annual events seeking to increase attendance each year by leveraging Muhlenberg College brand assets.

Research Assistant, Norris Social Neuroscience Laboratory, Swarthmore College, Swarthmore, PA   March 2020
- Scrutinized collected data sets using AcqKnowledge information system to transform reporting analytics from static metrics into dynamic graphs and charts.

Nanny   2017 - 2019
- Completed morning routines for children and took them to school each morning.
- Arranged after school and days of activities to help with homework and supervised children on a daily basis.

CAMPUS & COMMUNITY LEADERSHIP
Queer Book Club   2021 - Present
- Read assigned literature and attend biweekly meetings to discuss the material and queer issues

Dean's List   2019 - Present
- Academic achievement recognition for a GPA of 3.5 or higher