



SOFIA HINGORANI

ACCOUNT MANAGER & STRATEGIST

GET IN CONTACT

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GET TO KNOW ME

A digital strategist with a knack for exceeding client expectations, igniting bold campaign concepts, and facilitating inclusive team environments that foster creative genius.

WORK EXPERIENCE

MAIP FELLOW & ACCOUNT MANAGEMENT INTERN

Moxie & MRY – Publicis Media, Atlanta, GA
| June 2021–Present

- Oversee brief development between client and creative team
- Edit social and OLM copy to match brand tone
- Manage omnichannel brand awareness and product launch campaign projects for 4A's MAIP and AFC fellowships
- Author client-facing Gen Z insights newsletter

MARKETING AND COMMUNICATIONS INTERN

Washington University Redevelopment Corporation, St. Louis, MO
| Aug 2019–Jan 2021

- Tripled Instagram follower count with weekly neighborhood updates
- Authored original digital outreach guide for community use
- Created video marketing material throughout record-high fundraising year of annual holiday program

EDUCATION HISTORY

SAINT LOUIS UNIVERSITY

MA Communication, 2022

- DE&I research assistant
- Thesis focus on demystifying lower retention rates of diverse talent within the advertising industry

SAINT LOUIS UNIVERSITY

BA Economics, Communication (Advertising & PR), 2020
Cum Laude

- President, Communication Honors Society
- James D. Collins Department Award for Academic Excellence
- Leadership & Service Awards Keynote Speaker
- University Orientation Team Leader

AREAS OF EXPERTISE

- Copywriting and editing with hands-on textbook and grant proposal experience
- Qualitative research & analyzing focus group and interview data
- Data visualization for internal reports and client updates

OTHER SKILLS

- Spanish language proficiency
- Cyclebar fitness instructor
- Empanada connoisseur