



SOPHIE KOHS

## EDUCATION

Syracuse University - 2023  
B.S. Advertising | Marketing Minor  
Magna Cum Laude

## ON THE SIDE

VP Fundraising & Events, [KEEN NY](#)  
Neon Team Captain, [Word Bball](#)  
Member, [Village Run Club](#)  
Server, [Dudley's](#)

sophiekohs@gmail.com  
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LinkedIn

## EXPERIENCE

### TBWA\Chiat\Day NY - Associate Media Planner

New York, NY (Aug 2023 - Present)

Client: Nissan

**Media Planning** | Develop and measure media strategies through R/F analysis to achieve campaign goals and objectives. Assist in creating Media Strategy GTM decks from start to finish.

**Audience Building** | Utilize MRI and NMI to create, manage, and analyze audiences to inform media strategies. Regularly update brand and model audience compositions.

**Budget Management** | Effectively manage media budgets using Excel to adapt to changes and allocate monthly funds accordingly.

### Momentum Worldwide - Research Intern

New York, NY (June - Aug 2022)

**Trend Forecasting** | Created a Retail Trends POV utilizing industry news sources to identify emerging patterns.

**Primary Research** | Drafted and administered surveys and focus group manuals to conduct in-depth primary research dives.

**Collaboration** | Led a team of eight interns in a research-focused project and presented to global Momentum offices.

**Recognition** | Selected to join [The Drum's "Industry's Next Generation"](#) panel, showcasing thought leadership among emerging industry professionals.

### The Newhouse Advertising Agency - Strategist

Syracuse, NY (Aug 2020 - May 2023)

Client: Downy Unstoppables, Chips Ahoy!

**Brand Analysis** | Conducted a brand study to gain insights into the brand's background, competitive landscape, and business goals, informing strategic recommendations.

**Creative Briefing** | Developed a brief to guide the creative campaign, ensuring alignment with brand strategy.

**Recognition** | Awarded 1st place in TNH Agency's individual [Strategy Trials](#).

### Essere Atelier - Marketing Intern

Florence, Italy (Jan - Apr 2022)

**Social Strategy** | Planned and executed social content calendars to convey brand voice and engage target audiences.

**Brand Partnerships** | Researched and facilitated outreach to local artists and businesses to collaborate, expanding customer base.