

Sophia Garcia

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Education

Texas Tech University, Lubbock, TX

Anticipated: May 2026

Bachelor of Arts in Writing, Design, and Technical Communication

Minor: English and Computing Applications

User Experience Design Certificate

GPA: 4.0/4.0

Southwest Texas Junior College, Uvalde, TX

August 2024

Associate of Arts in General Studies

GPA: 3.8/4.0

Experience

Tara Mandala, Pagosa Springs, CO

AI Content Strategist and Writer

May 2025–June 2025

- Designed and optimized AI prompt workflows to generate high-quality, brand-aligned content using organizational archives, balancing machine efficiency with human editorial oversight.
- Applied AI search optimization strategies to enhance content discoverability by large language models like ChatGPT, Claude, and Gemini.
- Repurposed and adapted educational content across blog, email, and social media platforms, ensuring clarity, consistency, and usability for diverse digital audiences.
- Developed user-centered content experiences that guided engagement and conversion, integrating natural calls-to-action and ethical AI practices aligned with organizational values.

Texas Tech University: Sociology, Anthropology & Social Work Department, Lubbock, TX

Office Assistant

September 2024–Current

- Organized and maintained filing, inventory, and mailing systems.
- Operated office machines, such as photocopiers and scanners.
- Assisted professors, teaching assistants, and students

Skills

- Software & Tools: Excel, Google Workspace, Adobe Acrobat, Canva & Figma
- Website Development: HTML, CSS, JavaScript, GitHub, Visual Studio, WordPress & Wix
- Communications: Content writing, copyediting & technical writing
- Marketing & Management: Project management, Asana, social media marketing on Facebook & Instagram

Honors, Awards, and Organization

Sigma Tau Delta: International English Honor Society, Texas Tech University

Spring 2025

The National Society of Leadership and Success, Texas Tech University

Spring 2025

President's List, Texas Tech University

Fall 2024

Phi Theta Kappa, Southwest Texas Junior College

Spring 2024

Dean's Honor Roll, Southwest Texas Junior College

Spring 2024

President's List, Southwest Texas Junior College

Fall 2023

President's List, Gulf Coast State College

Spring 2023