



solfei3669@gmail.com | 508-514-9466 | New York, NY | solfeiguin.com | paseosdelsol.com | linkedin.com/in/solfeiguin

Creative communications specialist working across brand strategy, social media, photography, and documentary post-production. Founder of an independent travel media brand, assistant editor on a feature documentary, and marketing and communications intern at Girls Inc. Builds campaigns end to end — concept, copy, art direction, and edit.

COMMUNICATIONS & CREATIVE EXPERIENCE

Girls Inc.

Sept. 2026 — Dec. 2026

Marketing and Communications Intern

New York, NY

- Support the planning, content development, and management of Girls Inc. social media across Instagram, TikTok, LinkedIn, and Facebook
- Develop written communications including website content, email marketing, press materials, fact sheets, memos, and other marketing assets
- Contribute to media relations, social media strategy, design projects, and advocacy campaigns supporting Girls Inc.'s national mission
- Track news and issues affecting girls and young women to inform relevant communications and organizational messaging
- Support the planning and coordination of fundraising events and communications needs from Girls Inc. affiliates and corporate partners

Freelance

Aug. 2026 — Present

Brand Strategy Assistant

Remote

- Provide ongoing research and strategy support to a senior brand strategist at Digitas, a global marketing agency
- Audit lifecycle and CRM email communications across 25+ membership, travel, and lifestyle brands, analyzing tone, benefit framing, and onboarding sequence to inform email template design and customer journey planning
- Synthesize findings into client-facing presentation decks and reusable layout systems that reduce turnaround on recurring deliverables

Wolf Hill Films

Aug. 2026 — Present

Assistant Editor, Intern

Remote

- Assist the lead editor on documentary post-production, preparing edit-ready sequences in Avid Media Composer
- Organize documentary footage and media assets, and maintain continuity across editorial timelines

Fashion Tech Week

Sept. 2026

Event Staff

New York, NY

- Helped run the inaugural one-day conference on technology in fashion design, production, and resale — venue setup, attendee registration and check-in
- Photographed the panels (Parsons, Triarchy, Métier PLM, The Lasko Company) and networking hour for the event's social and press use

Paseos Del Sol

Jun. 2026 — Present

Founder

Newton, MA

- Founded an independent travel planning brand delivering personalized itineraries and original destination content
- Built the identity from nothing — name, hand-drawn logotype, typography, and color — then the website and the social account
- Built a 200-image original photography library and produced travel guides, visual content, and marketing materials for the brand
- Directed, shot, edited, and graded the opening film; own all branding, client communications, and business operations

HipStitch

Feb. 2024 — Feb. 2025

Communications and Social Media Intern

Newton, MA

- Developed and executed social media strategies across Instagram and digital platforms, posting 3+ times per week
- Produced and edited 40+ branded photographs and digital assets supporting workshops, products, and seasonal campaigns
- Maintained a consistent visual identity across content and led photography for the studio's social channels and website
- Collaborated with business leadership to develop marketing campaigns that increased visibility of seasonal offerings

SELECTED CREATIVE WORK

- **caveaucellars.com** — concept campaign for a fictional wine-bar discovery brand: photography, art direction, type, motion, and edit
- **comabrush** — concept campaign for an invented haircare brand built from a dictionary entry: identity, copy, editorial pages, and film
- **Boiler Room, Paris** — photography and collage work built from original event photographs
- **Portfolio** — solfeiguin.com, covering brand identity, social, web, and film work

CREATIVE PRACTICE

- **Photography:** Photographer of 7 years shooting on FujiFilm X-T30 and Nikon; led photography for HipStitch and Paseos Del Sol
- **Art & Drawing:** Drawing by hand and digitally in Procreate for 16 years; designed the logo for Wellington Park in Newton, MA, 2021; paint and sell commissioned skateboards
- **Music:** Write and produce original songs released on Spotify and Apple Music, plus an unreleased album; pianist of 7 years, self-taught guitar and ukulele of 6 years; ProTools and GarageBand; DJ on DDJ Flx-4
- **Media Production:** Wrote, designed sets for, filmed, and edited 20+ YouTube videos; began in stop-motion, animating and editing each film
- **Sewing:** Sew and modify shirts, sweatshirts, and dresses; sell through Etsy, Depop, and Poshmark

SKILLS

- **Creative Software:** Adobe Photoshop, Illustrator, After Effects, Premiere Pro; Avid Media Composer, Final Cut Pro, Procreate, Canva

- **Marketing:** Brand Strategy, Social Media Strategy, Content Creation, Brand Storytelling, Digital Marketing
- **Technical & Research:** Microsoft Excel, Python, R, Data Analysis, Literature Review, Scientific Communication
- **Languages:** English (Native), Spanish (Native), French (Fluent)

LEADERSHIP & COMMUNITY

Newton Voter Registration Campaign

Dec. 2024 – Dec. 2025

Director

Newton, MA

- Led a youth voter registration campaign with Newton North's Center for Civic Engagement, writing the messaging and presenting it in classrooms and community organizations
- Conducted and presented survey results across Newton public middle and high schools to educate first-time voters

Newton Kids' Snack Initiative

Sept. 2024 – Jun. 2025

Co-Director

Newton, MA

- Co-founded a community initiative providing monthly snack bags for children in Newton elementary schools, coordinating logistics, outreach, and partnerships with a local food pantry

Inspira Club, Newton North High School

Sept. 2023 – Jun. 2025

Co-Director

Newton, MA

- Co-led communications and fundraising for Fundación Juanfe, a Medellín-based nonprofit supporting adolescent mothers
- Planned awareness campaigns and school-wide fundraising events

RESEARCH EXPERIENCE

Corfas Lab, University of Michigan Medical School

Oct. 2025 – Apr. 2026

Research Assistant

Ann Arbor, MI

- Conducted mouse-model neuroscience research investigating the effects of early social isolation on myelination and cellular health
- Analyzed experimental data and prepared findings for presentation at the University of Michigan UROP Spring Symposium

Quintana Lab, Brigham and Women's Hospital / Harvard Medical School

Jul. 2024 – Aug. 2024

Research Intern, Department of Neurology

Boston, MA

- Trained in wet-lab protocols under postdoctoral mentorship, studying astrocyte and T-cell interactions and triggers of neurological symptoms

ADDITIONAL WORK EXPERIENCE

Fuji at Newton

Aug. 2021 – Sept. 2026

Hostess

Newton, MA

- Seat guests, assign servers, and manage takeout orders in a high-volume restaurant; trained and onboarded new employees and received a raise for performance

Self-Employed

Feb. 2024 – Feb. 2025

Drawing Instructor

Newton, MA

- Taught after-school drawing lessons to Newton elementary school students

EDUCATION

Northeastern University – College of Professional Studies

Fall 2026

Undergraduate Coursework

Boston, MA / Online

- Coursework: Organizational Communication (CMN 1100), Digital Communication Strategy (CMN 3410)

University of Michigan – Ann Arbor

2025 – 2026

College of Literature, Science & the Arts

Ann Arbor, MI

- GPA: 3.55/4.0; LSA Honors Program; Undergraduate Research Opportunity Program; Junior Panhellenic Council; Alpha Delta Pi Sorority

Newton North High School

Graduated June 2025

High School Diploma

Newton, MA

- GPA: 3.85/4.0 unweighted, 4.71/5.0 weighted; Seal of Biliteracy in French & Spanish; Seal of Civic Action & Service; AP Scholar with Distinction
- Lycée Périer French Exchange, Marseille, February 2023 — lived with a host family and attended school alongside a French student

HONORS & AWARDS

- Tenacity Challenge, 2024 & 2025 — First Place Overall, Math Quiz Bowl, and History Presentations at a 25-team Massachusetts academic competition (\$1,000 scholarship per team member)
- Clinton H. Scovell Scholarship, Newton Public Schools
- French National Exam Gold Medalist, 2023
- Dover Legacy Scholars