



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.

EXPERIENCE

Girls Inc.

Sept. 2026 — Dec. 2026

Marketing and Communications Intern

New York, NY

- Plan, develop, and manage social content across Instagram, TikTok, LinkedIn, and Facebook for a national nonprofit
- Write website copy, email marketing, press materials, fact sheets, and memos supporting advocacy campaigns and the organization's national mission
- Contribute to media relations, social strategy, and design projects; support fundraising events with 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 across 25+ membership, travel, and lifestyle brands, analyzing tone, benefit framing, and onboarding sequence to inform template design and customer journey planning
- Synthesize findings into client-facing decks and reusable layout systems that cut turnaround on recurring deliverables

Wolf Hill Films

Aug. 2026 — Present

Assistant Editor

Remote

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

Paseos Del Sol

Jun. 2026 — Present

Founder

Newton, MA

- Founded a travel media brand delivering personalized itineraries and original destination content
- Built the identity from nothing — name, hand-drawn logotype, typography, and color — then the website and social account
- Shot a 200-image original photography library; directed, edited, and graded the opening film; produced all guides and marketing materials

HipStitch

Feb. 2024 — Feb. 2025

Communications and Social Media Intern

Newton, MA

- Ran social strategy for a creative studio across Instagram and digital platforms, posting 3+ times per week
- Produced and edited 40+ branded photographs and digital assets for workshops, products, and seasonal campaigns; led photography for the studio's channels and website

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

SKILLS

- **Creative:** Adobe Photoshop, Illustrator, After Effects, Premiere Pro; Avid Media Composer, Final Cut Pro, Procreate, Canva; photography, art direction, color grading
- **Marketing:** brand strategy, social media strategy, content creation, brand storytelling, copywriting, email and lifecycle marketing
- **Languages:** English (native), Spanish (native), French (fluent)

LEADERSHIP

Newton Voter Registration Campaign — Director

Dec. 2024 — Dec. 2025

- Led a youth voter registration campaign with Newton North's Center for Civic Engagement, writing the messaging and presenting it across classrooms and community organizations

Inspira Club — Co-Director

Sept. 2023 — Jun. 2025

- Co-led communications and fundraising for Fundación Juanfe, a Medellín-based nonprofit — awareness campaigns and school-wide events

EDUCATION

Northeastern University — College of Professional Studies — Undergraduate Coursework

Fall 2026 · Boston, MA / Online

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

University of Michigan — Ann Arbor — College of Literature, Science & the Arts

2025 — 2026 · 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 — High School Diploma

Graduated June 2025 · Newton, MA

- GPA: 3.85/4.0, 4.71/5.0, Seal of Biliteracy in French & Spanish, AP Scholar with Distinction