

# Hiro Soga

*Writer, Creator,  
Bagel Expert*

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Portfolio: [hirosoga.com](http://hirosoga.com)

## Skills

Proficient with all Microsoft programs, Adobe Photoshop, Illustrator, and Indesign. Experienced with all social media platforms.

## Experience

Sept 2016-Dec 2016

### **Billy Penn Music, Philadelphia, PA - Intern**

- Daily responsibilities included:
  - Research current news for relevant stories to share on their website
  - Manage all social media posts and have meaningful interactions with other users
    - @billypenmusic
    - Facebook.com/billypenmusic
  - Managed large catalog of music and added new music to the website
- Built/edited pages for artists on the site
  - Billypenmusic.com
- Created graphics and logos for new artists for the site when necessary
- Created, designed, and managed a blog site

May 2014 - Aug 2015

### **The Bagel Place, So. Burlington, VT - Social Media Manager/Shift Leader**

- Responsible for taking photos and writing captions for Instagram and Facebook photos daily
  - Facebook page saw >100% increase in Likes
    - Facebook.com/thebagelplace
  - Instagram page saw >70% increase in followers
    - @thebagelplace

## Education/Achievements

Sept 2011 - Dec 2016

### **Temple University, Philadelphia, PA - B.A. Advertising (Copywriting focus)**

Aug 2017

### **Silver in the Marketing EDGE Collegiate ECHO Challenge by Collette**

- Created an award-winning integrated marketing strategy for Collette, an international guided travel company. A full visual summary is available to view on my portfolio