

Sophia Ross | They/Them

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<https://sophiaaross2.wixsite.com/virtualportfolio>

Education

Bachelor of Science in Family and Human Services
Towson University, Towson Maryland
Honors College Alumni

May 2020

Employment History

Digital Media and Grant Program Strategist
Capitol Hill Village (CHV), Washington DC

October 2020 to Present

Digital Media and Communications

- Created curated content to align CHV's online presence and messaging with the mission, vision, and program outputs.
- Developed guidelines for content production to ensure uniform brand messaging across all digital channels.
- Created and managed content posting schedules for all CHV social media accounts.
- Ran social media campaigns for major events, fundraisers, and to engage prospective funders, members, and volunteers. Successfully increasing CHV's social media following on Instagram by 100%.
- Redesigned the CHV external website to improve user navigation.

Grant Management

- Served as Project Manager for the successful execution of a multi-year grant funded by the DC Department of Aging and Community Living to support citywide LGBT inclusion, programming, and outreach.
- Aligned outreach efforts to meet citywide programming deliverables, including a monthly LGBT Intergenerational Social Hour, annual Pride celebrations, LGBT Brain Health Support Group, CHV's 2021 to 2023 LGBTQ Intergenerational Symposiums, and CHV's 2024 and 2025 LGBT Intergenerational Extravaganza.
- Facilitated the development of relationships with community and government stakeholders to execute educational programming and connect community members with resources.
- Led a three year project on LGBT inclusion in senior living communities in Washington DC, which included site visits, surveying representatives, and educational webinars. Culminating in the development, design, and marketing of "2025 DC Senior Living Communities: A Resource On LGBT Inclusion" a print and digital resource.
- Expanded CHV's outreach strategy to increase the awareness and visibility of support for LGBT older adults and volunteers.
- Produced physical and digital products related to transportation options for older adults for a grant funded by the Metropolitan Washington Council of Governments. Products include: 28 one pagers on transportation options for older adults in DC, over 25 educational social media posts, a social media toolkit for DC Villages, design of "A Basic Guide To Transportation Options For Older Adults and People With Disabilities", and design of graphics, thumbnails, and other elements for the [Easy Rider: Travel Tech Made Easy YouTube channel](#).

Documents

[DC Senior Living Communities: A Resource On LGBT Inclusion, July 2025](#)

[A Basic Guide To Transportation Options For Older Adults and People With Disabilities \(Designed Guide\), 2024](#)

[LGBT+ Inclusion and Continuing Care Retirement Communities Survey Brief, April 2023](#)

[LGBTQ Best Practices For Villages, June 2022](#)

Podcasts

[Aging Matters: LGBTQ+ Aging, August 2025](#)

Presentations

“Making Social Media Work For YOU!”, Washington Area Villages Exchange Conference, Co-Presenter, October 2024

“More Than LGB: Expanding the Conversation Around LGBTQ+ Aging”, Village to Village Network Conference, Lead Presenter, October 2023

“LGBT Inclusion: Where To Start?”, Village to Village Network Conference, Co-Presenter, October 2022

“The Rainbow Sandwich Generation”, Rainbow Families Conference, May 2022

“The Destructive Impact of Social Isolation and Ageism in the LGBTQ+ Community Through an Intergenerational Lens”, Leading Age Maryland Conference, June 2021, Co-Presenter

Leadership Experience

- Founder and facilitator of the Village to Village Network Rainbow Network Workgroup (2022 to Present)
- Co-led the DC Villages Committee on Safe Spaces for LGBTQ Older Adults (2021 to 2022)
- Member of the CHV DEI Committee (2021 to 2022)