

SOPHIA OLIBONI

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PROFESSIONAL SUMMARY

Digital Creative Leader with a demonstrated history of working in the digital marketing & design industry producing user-centric solutions. Multidisciplinary expert with in-depth knowledge of Digital Strategy, Marketing, User Experience, Branding & Identity, Culture Building and Web Design.

EDUCATION

- Bachelors of Fine Arts Graphic Design: Digital Media Arts College 2008 - 2010
- Masters of Science Web Design & Technology: Digital Media Arts College 2015 - 2017

WORK EXPERIENCE

Digital Marketing Specialist

Transformations Treatment Center | Jan 2019 – Current

- Work closely with the development team to streamline and optimize the user experience and conversion funnels for all company websites.
- Project management of new website builds, current website changes and Marketing QA across the entire suite of websites.
- Design, develop and implement new landing pages as appropriate, in response to new or changed offers or in response to changes in market conditions or the competitive landscape.
- Develop and communicate ideas for improving strategies, practices and approaches, and ensure the successful implementation of those ideas, individually or cross-functionally, as approved.
- Developing, managing and designing layouts of communications such as promotional booklets, presentations, e-newsletters, event support materials, proposal documents, and brochures.
- Planning, development and execution of national digital programs and campaigns, including online advertising, website strategy and design, social media campaigns, remarketing ads, and deliverables.
- Interfacing with marketing communications functions, as well as admissions coordinators, and business Development teams.
- Leading ongoing management of digital touch points, including primary company website, sister company websites, and social networking landing pages.
- Run and interpret site analytics, metrics, and campaign reporting for key actionable as well as perform heat map test and A/B testing across an entire suite of websites.
- Professional presentation skills to collaborate with clients while managing the successful standardization of the overall client experience

Creative Director

Lawlytics, LLC | Aug 2016 – Oct 2018

- Responsible for managing multiple creative projects from concept through completion
- Provide leadership and strategic direction to designers, marketers and front-end developers

- Lead brainstorming and ideation sessions and provide creative direction for all marketing materials with a clear vision and direction for the brand
- Develop marketing materials including print, broadcast, digital and social media
- Collaborate with executives on project goals and departmental KPIs
- Develop and maintain departmental workflow
- Ensure projects meet budget and deadlines
- Scout, hire and mentor creative talent.
- Responsible for interfacing with all new clients and guiding their design choices to facilitate the building of their website
- Professional presentation skills to collaborate with clients while managing the successful standardization of the overall client experience

Senior Graphic/Digital Designer

Gartner Inc & Leukemia and Lymphoma Society | Dec 2015 – July 2016

- Responsible for providing creative services to a global IT research and The Leukemia & Lymphoma Society headquarters
- Create digital and print campaigns that align to brand strategies for internal clients across all global business units
- Develop the overall look or style of assigned publication, marketing campaigns, internet design print materials and branding
- Meet art department work standards by following production, productivity, quality, and customer-service standards; resolving operational problems; identifying work process improvements
- Enhances art department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
- Coordinate activities with other artistic or creative departments

Senior Web Designer

Benchmark Education | Feb 2014 – Dec 2015

- Design, develop and publish custom Wordpress Themes
- Set the vision and drive concepts to design responsive and progressively enhanced websites for the full spectrum of devices and use cases
- Perform day-to-day email marketing activities including, email campaign set-up, scheduling, testing, design and execution of HTML/CSS development for email templates, external website content and landing pages
- Teach coding to junior team members on HTML5, CSS3, Email Marketing, Magento CMS and other technologies used by the digital department

Marketing Creative Designer

Radisphere Radiology | Nov 2012 – Feb 2014

- Manage the design and layout of all collateral from concept to completion
- Support IT department with front end app design for IOS, android and windows platforms
- Manage the marketing budget, PO generation, and invoice processing
- Conduct competitive analysis and provide detailed reports of industry trends that can be translated into online initiatives to drive engagement and reach

Graphic & Web Designer

Julie Ray Creative | July 2012 – Oct 2012

- Focused on developing company branding, website design, collateral materials, publication design, and various print campaigns using the Adobe Suites
- Design solutions that meet client's needs and adhere to brand guidelines
- Managed multiple projects in a fast paced environment

Freelance Web/Graphic Designer

iCreative & Creative Group | Oct. 2010 – Feb 2012

- Focused on developing brochures, fliers, magazine ads, product labels, packaging, web banners, posters, and logo designs using the Adobe Suites for various companies.

Marketing Assistant

Hazen and Sawyer, P.C | June 2009 – Oct. 2009

- Designed corporate proposals, brochures, flyers, event invitations, newsletters, PowerPoint presentations, project site schematics and various design layouts
- Responsibilities also included photo editing and conducting all post production work for in-house printing.

Graphic Designer

M&M Printing & Graphics | Sept. 2008 - Aug 2010

- Helped to develop advertising print, logo design, brochures, and newsletters for marketing of private brand products
- Gained a full understanding of four color process, and spot color
- Retouched and manipulated production photography for print.

SKILLS

Creative Direction • Project Management • Digital Marketing • Brand Development • Team Building & Management • B2B • E-commerce • Web Design • Adobe Creative Suite • HTML • CSS • Wordpress • Bootstrap • Git • Mailchimp • Layout Design • Sketch • Figma • Invision • Prototyping • Wireframe • Data Visualization • A/B Testing • User Persona • Google Analytics • Agency Analytics • Hotjar • Semrush • BuzzSumo • Hubspot Marketing Tool • AdRoll • Hashtagify • PPC Campaign Management • Interpersonal skills • Multitasking • Problem Solving • Teamwork