

SOFIA GARDUNO

Dedicated and driven Marketing and Design professional with a track record of success in delivering projects to a variety of different organizations with a strong eye for design and a keen understanding of content writing, social media and digital marketing.

/ COMPETENCIES

- | | |
|------------------------|--------------------------|
| > Adobe Creative Suite | > WordPress |
| > Canva | > Google Analytics |
| > Photography | > SEO Optimization |
| > Hootsuite | > Facebook BluePrint |
| > Buffer | > Microsoft Office Suite |
| > iMovie | > Microsoft Sharepoint |
| | > Dynamics 365 |

/ WORK EXPERIENCE

>>Marketing Analyst, TrimaxSecure | July 2020-Present

Optimized and improved TrimaxSecure social networks and the website, worked directly with our clients to improve content marketing, SEO, managing social platforms and created go-to market campaigns based on specific client needs.

>>Project Work

Marketing Support, PMI

Worked with stakeholders to make sure their vision is in alignment with project execution. Served as the main point of contact for all marketing needs, including event promotion, creation and website updates. Organized 300+ in-person events through marketing, check in assistance and monitoring virtual classes.

- Created social media content for event promotion
- Updated Website every month
- Created Banners for upcoming events
- Created and sent Monthly Newsletters and E-blasts
- Designed and executed marketing materials for events, including production of T-shirts, folders, logos and flyers.
- Monthly tracking of social media analytics

Marketing Support, My Muslim Chaplain

Assisted in the web development of the organization's website as well as set up social platforms.

- Created and edited copy of website pages
- Designed and edited website layout
- Conceptualized logo design

Marketing Support, MassiveBio

Assisted in building out and execution of go-to marketing campaigns, managed and created social content for the business.

- Content creation for social platforms
- Assisted in establishing a strategy for generating leads and supported tactical execution
- Created Google display ads
- Routinely performed Google Ad Campaign tracking
- Conducted A/B testing on Facebook

>>Copywriter, BoundarylessMN | July 2020

Delivered sharp consumer insight about Generation Z to build a creative campaign idea with creative executions, partnerships, and media that work together to connect the consumer to the brand. Provided strategy and copy for the campaign's media content.

>>Social Media Intern, Afro Deli | June 2020 to September 2020

Interacted with external relevant social media accounts to improve overall engagement, researched social media tactics and strategies, tracked social media metrics, developed social copy, created social graphics, pitched relevant ideas and assisted on photoshoots.

>> Project Intern (Remote), ESAB Welding | July 2018 to June 2020

Contributed to the creation and population of the company's first internal website, which led to increased connectivity of the company as a whole. Trained international employees weekly in publishing and editing within the new intranet and was in charge of content creation for the website.

/ EDUCATION

University of Minnesota

BA Journalism: Strategic Communication | August 2017- May 2021

- > Dean's list from Fall 2017-Spring 2021
- > Studio U Marketing Team
- > Advertising Club Member
- > Designer for student-run ad agency 'Verge'
- > Minors in Graphic Design and French.

/ CERTIFICATIONS

- > Microsoft 365 Marketing Functional Consultant Certification
- > Google Ads: Creative Certification
- > Google Ads: Measurement Certification
- > Microsoft Catalyst Partners Training

/ CREATIVE PORTFOLIO

www.sofiagarduno.com

/ LANGUAGE PROFICIENCY

- > Spanish
- > English
- > French