

Graphic Designer Graphic Designer Graphic Designer at Cru Austin, TX Work Experience Graphic Designer Cru - Austin, TX August 2018 to Present Designed marketing collateral for Cru, including digital and print assets Created branding identities for conferences held by Cru Worked with Cru s different ministries according to brand guidelines Freelance Designer Remote May 2017 to Present Worked with clients to create various graphic design and hand lettering projects Created unique hand lettered pieces for weddings and special events Director of Social Media Cal Poly Graphic Communication Department - San Luis Obispo, CA September 2016 to June 2018 Directed team of 12-20 students per quarter on all GrC social media outlets Established post calendar for quarter and provided weekly feedback Contributed to various GrC social media outlets, primarily Twitter and Instagram including analytics Coordinated with department faculty, alumni, Cal Poly clubs and local companies for relevant posts Designer & Front- End Developer TransUnion Consumer Interactive Hackathon - San Luis Obispo, CA October 2017 to October 2017 Worked in a team of six people to create Refer to Earn, a desktop referral app for TrueIdentity Digital Marketing Intern Oracle - Redwood Shores, CA June 2017 to August 2017 Generated and implemented a strategy for JavaOne Conference social media accounts Designed graphic and written content for JavaOne Facebook and Twitter accounts Created weekly content for JavaOne blog Evaluated analytics to improve JavaOne social media accounts Graphic Design Intern Campus Ministry of Cru - Irvine, CA June 2016 to March 2017 Re-branded Big Break Los Angeles spring conference Designed marketing collateral for various Cru ministries Created newsletter that detailed summer internship experience Designer Developer Camp Hackathon - San Francisco, CA November 2016 to November 2016 Worked in a team of six people to create MomBot, an app with chatbot features for college students Social Media Team Member Cal Poly Graphic Communication Department - San Luis Obispo, CA September 2015 to June 2016 Led a team of students that runs Twitter account and evaluated analytics Created posts for Facebook account based on content calendar Education Bachelor of Science in Graphic Communication California Polytechnic State University - San Luis Obispo, CA September 2014 to June 2018 Minor in Integrated Marketing Communications California Polytechnic State University-San Luis Obispo - San Luis Obispo, CA Skills Adobe Dreamweaver

(Less than 1 year), Microsoft Excel, Illustration (1 year), Adobe Illustrator (3 years), Wordpress (Less than 1 year), Twitter (3 years), Instagram (2 years), Facebook (2 years), Snapchat (1 year), Hand Lettering (3 years), CSS (Less than 1 year), HTML (Less than 1 year), Adobe InDesign (3 years), MailChimp (1 year), Adobe Photoshop (3 years), Adobe XD (1 year), Microsoft Word, Microsoft PowerPoint, LinkedIn (2 years), Social Media Management (2 years), Social Media Marketing (3 years), Graphic Design, Marketing, UX Design, UI Design Links <http://sonalmecwan.com>

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