



Sonia Mariel Clementino

PROFILE

I hold a degree in advertising and have 10 years of professional experience. I have worked for the US, Argentina, and New Zealand on projects in Spanish and English, specializing in graphic design, copywriting, and production development. My passions include working with various types of brands and developing new and innovative ideas to promote them. As a result, I have developed expertise in different areas of advertising and a broad understanding of the industry.

SKILLS

Graphic design
Social media
E-mail marketing
Web design
Video & audio editing
E-learning
E-commerce
UX/UI Design

SOFTWARE

Microsoft Office
Google Slides
Illustrator
Photoshop
InDesign
Premiere
CorelDRAW
Adobe XD
Figma
Sketch
WordPress
Mailchimp

LANGUAGES

Spanish - Native
English - Fluent (C1.2)
Portuguese - Fluent

PERSONAL INFO

Date of birth: November 24, 1990

E-mail: sm.clementino90@gmail.com

LinkedIn: www.linkedin.com/in/smplementino

Portfolio: <https://bit.ly/3JE2kMu>

EDUCATION

- ✓ 2009 – 2012 | Bachelor's Degree in Advertising
University of Morón (UM) - Buenos Aires, Argentina
- ✓ 2013 – 2014 | Web Design Course
IDES Institute - Buenos Aires, Argentina
- ✓ 2018 | Advertising Creativity Course
UNDER: Creative School - Buenos Aires, Argentina
- ✓ 2025 | Foundations of User Experience (UX) Design Course
Google - Cousera (online)
- ✓ 2025 | UI: User Interface
EducaciónIT - Buenos Aires, Argentina

WORK EXPERIENCE

05/24 – Present | Production designer

Hogarth Worldwide - www.hogarth.com

Work remotely for SiriusXM US (radio channels, music & entertainment programs, podcast, etc). Communicate with studio managers, PMs, design leads, creative directors, requestors, print vendors and other production designers. Adapt different designs for digital & print assets (app tiles, social, emails, flyers, Pandora banners, posters, letters, merchandising for events, signs). Develop logos and print mechanicals. Silo-ing images and Quality Control of different assets.

01/22 – 05/24 | Studio designer

Dentsu Creative - www.dentsucreative.com/es

Work remotely for Dentsu Creative US. Create innovative content and edit graphic designs for advertising campaigns. Develop and manage print and digital media assets: apps, banners, landing pages, social media, letters, envelopes, flyers, e-mail marketing, newsletter, etc. My advertising work covers popular brands like Mondelez, Adobe, Subway, Albertsons, Regions, MD Anderson, Liberty Mutual.

07/19 – 06/20 | Graphic designer

Rainbow Print, NZ - www.rainbowprint.co.nz

Produced graphic designs for print and digital media: logos, menus, flyers, business cards, social media advertising, invitations, newsletters. Designed templates for an online platform: www.dzynspace.com Tested manually the software. Created Tutorial Videos.

05/18 – 03/19 | Art director

MACO Buenos Aires (Advertising), ARG - www.macobuenosaires.com.ar

Planned and implemented advertising campaigns for organizations such as: Salvation Army and AAP (Asociación Argentina de Publicidad - Argentinian Association of Advertising). Produced graphic designs for various media: social, magazines, banners, newsletter, etc. Created WordPress websites and wrote persuasive copy.

04/14 – 09/16 | Professional Council of Economic Sciences

ARG - www.consejo.org.ar

Course manager (12/15 - 09/16)

Developed and organized content for the website, social networks and internal magazine. Designed E-learning courses using Moodle Platform and Articulate App. Planned 150 training courses per month for University graduates. Updated surveys and course-related information in the system. Organized information with the professors and co-workers.

Graphic designer (04/14 – 12/15)

Developed graphic design for printed and online content: newsletter, flyers, banners, social media, internal magazine. Worked as a Community Manager of the education fan page.