

# SOPHIA DAVIS

## EXPERIENCE

### GRAPHIC DESIGNER/MARKETER

*Freelacer, Columbus, Ohio / May 2020 - Present*

- Built a successful pipeline of diverse clients. Created and designed numerous graphics, and marketing materials. Clients range from chefs, cosmologists, health care providers, youtube influencers, models and social media groups.
- Followed industry trends and emerging technology to bolster skill set and provide new services.
- Completed creative deliverables within established deadline.
- Developed graphics and layouts for product illustrations, company logos and Web sites.
- Prepared illustrations and rough sketches of material, discussing them with clients and supervisors and making necessary changes.
- Created designs, concepts and sample layouts, based on knowledge of layout principles and esthetic design concepts.

### CO-OWNER/ HEAD CHEF

*Gemini's Butterflies, new albany, OH / May 2020 - May 2022*

- Built a highly sought after catering service in Columbus, Ohio. Head chef and co-owner, self-taught business and financial practices.
- Head chef, crafted and plated unique dishes for clients. Served and setup up catering for venue.
- Filmed stunning videos and pictures to capture services and goods. Used these graphics as marketing materials on social media; to drive consumer awareness.
- Successfully landed all clients from social media marketing.
- Created my company graphics and marketing videos to drive customer engagement and increase revenue.
- Reviewed financial statements, sales or activity reports, and other performance data to measure productivity.
- Coordinated and directed financial or budget activities to fund operations, maximize investments or increase efficiency.
- Set prices and credit terms for goods and services, based on forecasts of customer demand.
- Built lasting customer relationships for continuous business.

### PROFESSIONAL OTR TRUCK DRIVER

*FedEx, grove city, OH / Jun 2019 - Mar 2021*

- Drove across the country and experienced various climates, environments and personnel.
- The youngest and only minority female driver on the team.

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📍 New Albany, Ohio, 43054

## EDUCATION

### OHIO STATE UNIVERSITY Columbus, OH

*Certificate Full Stack Web Developer Candidate (Expected graduation Jul 2022)*

*Relevant Coursework*

- HTML5, CSS3, JavaScript, jQuery, Bootstrap, Express.js, React.js, Node.js, Database Theory, MongoDB, MySQL, Command Line, Git, and more.
- To view my work feel free to visit:  
[www.github.com/sdavis525](http://www.github.com/sdavis525)

### FRANKLIN UNIVERSITY Columbus, OH

*Master of Science (M.S.) Marketing and Communications (Jan 2020)*

### THE UNIVERSITY OF AKRON Akron, Ohio

*Bachelor of Arts Family and Child Development (Jan 2016)*

## ADDITIONAL SKILLS

Responsive design

SQL integration

React

Application development

HTML expertise

CSS proficiency

JavaScript programming

Social media management

- Completed deliveries before assigned deadlines to increase customer satisfaction.
- Drove trucks to weigh stations before and after loading and along routes in compliance with state regulations.

## **CERTIFIED LEASING AND SALES ASSOCIATE**

*Germain Mercedes Benz Of Easton, Columbus, Ohio / Apr 2018 - Mar 2019*

- Sold over three million dollars worth of luxury cars to high status clientele.
- My first car sale was successfully sold to a high level executive at JP Morgan Chase. He purchased a mercedes-benz for his daughters 16th birthday. He was not looking to buy but I convinced him and he actually congratulated me on a successful sale.
- Built and maintained pipeline that supported monthly, quarterly and annual goals.
- Monitored competitor trends and market shifts to maintain company relevance.
- Developed strong relationships with clients to grow business networks.
- Attended industry events and conferences to attract potential customers and increase brand awareness.

## **MARKETING AND MANAGEMENT ASSISTANT**

*Franklin University, Columbus, Ohio / Aug 2018 - Feb 2019*

- Assistant to the head of Franklin Universities marketing department.
- Conducted thorough research to assist in the creation of a new curriculum. Successfully having some of my ideas incorporated into the restructure of the program.
- Completed special projects to exceed goals of both marketing department and overall organization.
- Managed complex and detailed projects for executives by ensuring budget adherence and timely delivery.

## **OPERATIONS MANAGER**

*LA Fitness, Columbus, Ohio / Mar 2017 - Apr 2018*

- Managed a team of 20+ employees.
- Ran the whole LA Fitness facility.
- Brought the facility from a B- to an A+ in facility ratings according to cleanliness, organization, customer satisfaction and sales/collections.
- The only female at my location in a management position, among being the youngest.
- Tracked company inventories and ordered new products to replenish equipment levels.
- Provided employees with guidance in handling difficult problems or in resolving escalated complaints or disputes.
- Developed talented team, participating in hiring, coaching and performance management processes.

Content Marketing

Concept Development

Website Design

Company Logos

Web Site Design

Procreate

Canva

NoSQL

PWA

MERN

Adobe Photoshop

Visit my portfolio:

<https://sdavis525.github.io/devPortfolio/>

## **CERTIFICATIONS**

Class A License