

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.
- 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

- Followed road safety regulations and traffic laws to prevent accidents and vehicle damage.
- Completed deliveries before assigned deadlines to increase customer satisfaction.

✉ Davisk28@email.franklin.edu

☎ 614-804-9655

📍 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

FRANKLIN UNIVERSITY Columbus, OH

MBA 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

- Drove trucks to weigh stations before and after loading and along routes in compliance with state regulations.
- Drove trucks and tractor-trailer combinations to transport and deliver products.
- Maintained logs of working hours and of vehicle service and repair status, following applicable state and federal regulations.

CERTIFIED LEASING AND SALES ASSOCIATE

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

- Stayed current on customer trends and requirements.
- 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.
- Provided product information to customers and aligned products with customer needs to boost satisfaction.

MARKETING AND MANAGEMENT ASSISTANT

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

- Conducted thorough research using diverse resources to assist professional staff with routine tasks and special projects.
- Successfully 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.
- Delivered top-notch administrative support to office staff, promoting excellence in office operations.
- Volunteered to help with special projects of varying degrees of complexity.

OPERATIONS MANAGER

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

- Managed a team of 20+ employees.
- Built strong relationships with suppliers and key customers to secure competitive products and prices.
- Tracked company inventories and ordered new products to replenish equipment levels.
- Reviewed customer and staff feedback to improve operational strategies and eliminate obstacles.
- 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