

# SOFIA MASRI

GRAPHIC DESIGN

## CONTACT

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## EDUCATION

### Universidad Anahuac Mexico Norte

*Bachelor's Degree: Multimedia Design*

Education in graphic and digital design. Including digital marketing, motion graphics and video.

*Diploma: 3D Modeling, Motion Graphics, Video edition, Character Design, Video Game Design.*

### Vancouver Film School

*Motion Graphics Diploma: Video Mapping, Motion Graphics, 3D Modeling, Video Edition.*

## SKILLS

**Languages:** fluent in Spanish, and English.

**Software:** proficient in Adobe Creative Suite, Photoshop, Illustrator, Indesign, Premiere Pro, After Effects, Wordpress, Figma, Invision, Microsoft, Canva, Wix, Shopify, Asana.

**Design Skills:** branding, motion graphics, digital marketing, UI/UX, design thinking, creative direction, html5 and css, print and digital media, Ability to manage multiple projects and deadlines.

**Soft Skills:** self-starter, teamwork, project management, problem solving, adaptability, empathetic, critical thinking, communication.

## EXPERIENCE

### Senior Graphic Designer | 05/2022 - PRESENT

#### Graphic Designer | 09/2021 - 05/2022

##### *Related ISG Realty & ISG World*

- Successfully managed multiple projects with short deadlines without sacrificing quality or time, while taking on the creative lead.
- Developed creative designs for client-focused marketing packages, including print and digital materials, for commercial and residential real estate.
- Designed marketing materials for events, presentations, and workshops, ranging from 10 to 350 people. Providing support in planning, organization, and execution.
- Created layout designs, presentations, magazine and online ads, flyers, banners, social media content, motion graphics, logos, landing pages, and e-blasts, for both internal and external use, resulting in the sale of million-dollar properties.
- Managed relationships with PR companies, vendors, managers, and agents.

### Graphic Designer | 04/2021 - 09/2021

#### *JoGo Digital Marketing Agency*

- Generated visual concepts and designed advertisements that effectively communicated with target audiences.
- Collaborated with the marketing manager to bring new promotional ideas and content, resulting in the design of 200+ effective graphics per month and doubling engagement and conversions.
- Designed marketing materials such as billboards, flyers, travel guides, business cards, menus, social media assets, ads, motion graphics, and designed e-stores using Shopify.
- Developed graphics for B2C and B2B, as well as content for A/B testing.

### Freelance Designer | 01/2016 - 09/2021

*Clients include startups, non-profits, small and large companies.*

- Produced branding, logos, package designs, product labels, directories, stickers, and menus, while also developing and implementing brand strategies.
- Developed brand and event concepts, promotional flyers, motion graphics, ads for A/B testing, social media content, UI/UX designs, and eCommerce solutions.
- Provided tailored graphic solutions by identifying clients' needs and understanding their target audience, resulting in effective, detailed, and high-quality productions.

### Brand Creator, Marketing, Creative Director | 01/2016 - 01/2022

#### *Festivals of the World*

- Established a brand centered around music festivals and events, including brand messaging, experience design, identity, and concept development.
- Cultivated brand trust and loyalty, organically growing a community of targeted users. Grew Instagram following from 0 to 16K+ with a 40% reach and 3% engagement, fostering conversations and generating leads.
- Engaged users and increased brand awareness through unique and innovative marketing strategies and campaigns.
- Conducted outreach to brands, agencies, events, and influencers, successfully building a trusted network and relationships.

### Brand Ambassador | 09/2017 - 02/2019

#### *Vans, a VF Company*

*Industries: hospitality, food and beverage, lifestyle, real estate, fashion and beauty, entertainment, healthcare.*