



# SOPHIE ROGERS

**Graphic Designer & Creative Strategist**

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opencoffincreative.com

## EXPERIENCE

### **Creative Freelancer & Strategist** 2015 - present

**Visual Storytelling & Branding:** Craft compelling visuals and cohesive brand identities to resonate with audiences.

**Creative Problem Solving & Strategy:** Translate client KPIs into solutions through collaboration & research.

**Project Management:** Manage projects from conception to completion while building client relationships.

**A-State Bands Social Media:** 312% increase in audience engagement and a 20% boost in clicks in three months.

### **Senior Creative Marketing Specialist** 2023 - present

#### **Creative Marketing Specialist** 2019 - 2023

**Graphic Design & Art Direction:** Craft all visual elements for consistent brand representation across all channels.

**Cross-Channel Marketing & Leadership:** Collaborate on high-impact campaigns and translate brand strategy into visual assets while leading multiple teams.

**Brand Storytelling & Optimization:** Support brand strategy with design, copy, and data-driven optimization.

**Email & Social Media:** Email open rates increased from 4% to 20% and 147% follower increase on LinkedIn.

### **Graphic Designer & Marketing Assistant** 2018 - 2019

**Graphic Communication & Brand Translation:** Design pieces to effectively communicate brand messages and guidelines into visually intriguing content.

**Social Media Engagement & Content Marketing:** Build social media presence, craft engaging content, and email campaigns to promote brand image and drive conversions.

**Event Planning:** Coordinate event logistics to ensure satisfaction with seamless execution and high ROI.

### **Graphic Design Residency** 2017

**Marketing Collateral & Photography:** Design collateral such as flyers, brochures, signage, posters, and capture product photography to deliver quality images for social media, print, and email.

## SKILLS

Design | Branding | Copy | Social Media  
Campaign Development | Photography  
Events | Web | Inbound Marketing | SEO  
Project Management | Creative Ideation  
Critical Thinking | Research | Analysis  
Public Speaking | Collaboration | Ambition  
Persistence | Leadership | Inquisitiveness

## EDUCATION

**Arkansas State University** 2017 Graduate

**Bachelor of Fine Arts in Graphic Design**

Minor in Music

Minor in Theater

**Honor's College**

## CERTIFICATIONS

### **HubSpot**

Marketing Software

Inbound Marketing

### **Arkansas State University Newport**

The Keys to Effective Writing

Writing Essentials

Beginning Writer's Workshop

### **John Hopkins Online**

HTML, CSS, and Javascript for Web

### **Complete SEO Training**

### **B2B LinkedIn Marketing Lead Gen**

### **Hootsuite Social Marketing**

## RECOGNITION

**52 American Advertising Awards** 2018 - 2024

**2 Optus VIP Employee Awards** 2020 & 2023

**AAF District 10 Member of the Year** 2024

## ORGANIZATIONS

**AAF Arkansas Board** 2019 - Present

**AAF District 10 Chair** 2022 - Present

**AIGA Board** 2015 - 2021

## VOLUNTEERING

**DEI Committee** 2022 - Present

**Advocacy** 2021 - Present

**Optus Gives Back** 2021 - Present

OPEN COFFIN

OPTUS INC

CAMFIL

AUTOZONE