



# SOPHIA LAURENCIN

GRAPHIC • BRANDING • MARKETING • DESIGNER

## PROFILE

A seasoned professional based in Georgia, currently engaged in remote work from St. Croix U.S.V.I. Boasting over two decades of expertise in Visual Branding, Analytic Marketing, UI/UX Editorial Design, and Team Management. Specializing in creative ideation that not only influences and yields outstanding results but also prioritizes client satisfaction.

## CONTACT



[470-244-8281](tel:470-244-8281)



[sophia\\_laurencin@msn.com](mailto:sophia_laurencin@msn.com)



[www.aboutsophial.com](http://www.aboutsophial.com)



[Atlanta, Georgia USA](#)



[www.linkedin.com/in/aboutsophial/](http://www.linkedin.com/in/aboutsophial/)

## EDUCATION

B.A. - Creative Arts & Technology  
Bloomfield College. NJ  
Cum Laude 1998 - 2004

## VOLUNTEER

Special Olympics Georgia Chapter  
Tim Tebow Foundation Night to Shine

## EXPERIENCE

### **FREELANCE - Visual Brand Developer** / 2009 - Present SOVI DZYN

- Develop and manage brand assets including; packaging, digital presence, illustration, and mechanical drawing
- Focus on product design and rebranding for growing startups and small companies
- Innovate creative solutions to promote marketing and advertising for individual rebranding projects

### **Department Manager of Art and Order Processing** / 2013 - 2022 SQUARE1ART

- Supervise graphic designers through art management and development cycles
- Lead the intake and management of proprietary art pieces to digital conversation
- Responsible for the development and implementation of branding, requirements, and documentation to measure content and process effectiveness
- Develop and refine workflows while aligning with adjacent programs and assessing possible impacts to art development and management
- Develop and implement a streamlined workflow process as part of an agile team resulting in increased efficiency and work transparency
- Improve internal processes resulting in a reduced need for contractors
- Train and coordinate new team members, ensuring process, product, and project understanding and management
- Oversaw inter-departmental relationships, goals, and projects while communicating risks and needs to stakeholders
- Experienced in workplace conflict resolution
- Track, hhhhdevelop, and document standard operating procedures for departmental employee development and growth

### **Design Coordinator/Mgr. Assistant** / 2008 - 2010 INTERNATIONAL GREETINGS / PAPER CRAFTS

- Data entry and catalog control leveraging Extensis Portfolio Program
- Editing and managing art corrections, layouts, and packaging
- Design trapping, proofing, and mock-ups

## SKILLS

- |                          |                                   |                             |
|--------------------------|-----------------------------------|-----------------------------|
| • CRM: Salesforce        | • Adobe Suite: Ps, Ai, Lr, Id, Pr | • Business Branding         |
| • JIRA, Fame             | • inVision, Asana, Figma          | • Project Management Skills |
| • Microsoft Office Suite | • Social Media Skills             | • Product Conceptualization |