

Sophie Toledano



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EDUCATION

University of Miami, School of Arts and Sciences

GPA:3.87

Bachelor of Fine Arts in Graphic Design; Minors in Art History and Interactive Media

- Achievements: Dean's List, Provost Honor Roll.
- Involvement: Art of Healing, Art For Kids, Chabad, UniVen, Notetaker for students with disabilities, Miami Hurricanes.
- Relevant Coursework: Graphic Design (I, II, III), Photography (I, II), Interactive Design (I, II), Human Interaction Design, Creative Coding, Oil Painting (I, II, III).

Work Experience

The Miami Hurricanes • Miami, FL

August 2023- Present

Graphic Designer & Illustrator

- Conceptualized and designed illustrations tailored to complement published articles, ensuring a cohesive visual narrative.
- Crafted compelling visual text and imagery to captivate and engage readers.

Aware Therapy • Miami, FL

May 2023- Present

Freelance- Social Media Manager and Coordinator

- Pioneered and tailored social media posts to align precisely with client preferences, ensuring content resonates with the intended audience.
- Edited reels to enhance visual appeal, contributing to a compelling and engaging narrative.
- Formulated and executed comprehensive marketing strategies, strategically positioning the company to effectively reach and resonate with the target audience.

Fortuchef by Tani Catering Service •Miami, FL

September 2022 – Present

Freelance- Social Media Manager and Coordinator

- Crafted and curated engaging social media content for a small catering business specializing in Mediterranean and Venezuelan cuisine.
- Achieved an increase in social media engagement across platforms, particularly on Instagram.
- Stayed abreast of the latest social media trends to maintain a fresh and relevant online presence.

San Interactive• Telaviv, Israel

May-July 2023

Website Designer Intern

- Collaborated with superiors to meet project objectives, conducting research for optimal images and content to enhance website design.
- Resized and optimized images for seamless integration, ensuring a polished and user-friendly online experience.
- Developed captivating visual elements to enhance consumer engagement.

Social Wonder Agency • Remote

June - August 2022

Social Media Intern

- Conducted research and fact-finding to follow customer wishes and reach the target audience.
- Created social content for small business owners, mostly entrepreneurs, beauty salons, and real estate.

OTHER

- **Skills:** Microsoft Office, WordPress, Figma, Illustrator, Photoshop, InDesign, After Effects, Aero, Canvas, HTML code, CSS code.
- **Languages:** Fluent in Spanish and English.
- **Interests:** Reading fiction novels, drawing, painting, crocheting, and hiking.