

SOPHIE MAQUILING

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EDUCATION

University of California, Davis

Expected Graduation: June 2018

Bachelor of Arts in **Design** with a minor in **Computer Science**

GPA: 3.7

RELEVANT COURSEWORK & SKILLS

Courses: Interactive Media (HTML/CSS) • Information Design • Human-Centered Design • Intro to Programming (Python) •

Programming & Problem Solving (C) • Software Development & OOP (C, C++, Unix/Linux) • Data Structures & Programming (C++)

Technical Skills: Adobe Illustrator, Photoshop, Indesign • HTML/CSS • Bootstrap Framework • C++

HONORS AND AWARDS

Provost's Undergraduate Fellowship • Undergraduate Research Center • December 2016

Mark and Linda Champagne Award for Exemplary Customer Service • ASUCD • November 2016

Deans' Honor List • College of Letters and Science • Fall 2014, Winter 2015, Spring 2015, Fall 2016

WORK EXPERIENCE

ASUCD Creative Media

Davis, CA

Project Manager & Marketing Director

August 2015 - Present

- Acts as main point of contact with all clients, made up of 10 - 15 student organizations and 3-5 corporate organizations per quarter
- Coordinates integrated marketing campaigns and web/mobile projects from start to finish by conducting initial client briefs, creating project timelines, delegating responsibilities, overseeing progress, and delivering final products
- Managed Marketing Department of 3 - 4 students, working closely with a Co-Director for several months
- Doubled voter turnout during ASUCD Winter 2016 Elections by spearheading and executing a three-week integrated marketing campaign using social media, traditional media, and nontraditional tactics to target student voters
- Improved interdepartmental communication by initiating a documented workflow between the three departments, resulting in 100% faster turnaround time for graphics and marketing related projects
- Implemented structural changes and created informational documents to better serve clients

Marketing Liaison

March 2015 - August 2015

- Assisted Marketing Director on a variety of marketing projects by organizing project archives, recording client information, and providing logistic information to clients

LEADERSHIP EXPERIENCE

PIXEL GRAPHIC DESIGN CLUB (AIGA STUDENT GROUP)

Davis, CA

Secretary

June 2016 - Present

- Facilitates design mentorship program of 50+ participants by modeling program structure and developing goal building worksheets
- Composes weekly newsletter of 90+ subscribers that includes PIXEL updates and recommended design reading
- Plans and hosts weekly presentations, monthly workshops, and monthly studio tours related to skills and careers in graphic design

ECONOMICS & BUSINESS STUDENT ASSOCIATION

Davis, CA

Design Chair

June 2015 - Present

- Directed rebranding efforts to establish a consistent brand identity by developing new logo, branding guidelines, digital and print marketing materials, and branded internal documents
- Designed digital and print marketing materials that increased quarterly applicants by 43% to a record high of 196
- Introduced a new-member onboarding experience and created member requirement tracking handouts, increasing the number of active members by 20.5% and member retention rate by 42%

ADDITIONAL INFO

Involvement: Design for America (Water Conservation Team Member) • HackDavis (Hackathon participant) • Davis Senior Center (Technology Tutor) • Davis Women in Business (General Associate) • BRIDGE: Pilipinx Recruitment & Retention (Community Intern)

Interests: Presentation Design • Public Speaking • Dungeons & Dragons • Mentorship • Research