


# SOPHIA SANDERS

Art Director

## CONTACT

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## EDUCATION

University of Florida, 2022

B.S. in Advertising

Summa Cum Laude

## CERTIFICATIONS

Hootsuite Platform Certification

Adobe Creative Cloud

## RECOGNITION

MAIP Fellow

- 2021

ADDY/Gold

Integrated Campaign

- 2020

## EXPERIENCE

*May 2023* **Junior Art Director**  
*Present* *Arnold Worldwide/NYC, NY*

- Spearheaded the development of integrated creative campaign concepts in collaboration with various copywriters
- Pitched compelling campaign ideas to clients, showcasing persuasive communication skills
- Directed talent during casting calls for voice-over recording, ensuring a perfect fit for campaign messaging
- Acquired valuable insights into campaign production by actively participating in video shoots and post-production meetings with the production studio

*Oct 2022* **Junior Art Direction Fellow**  
*May 2023* *Havas Health & You/NYC, NY*

- Contributed to global campaign concepting for pharmaceutical brands
- Collaborated seamlessly with a copywriting partner and internal teams, ensuring cohesive and impactful creative tasks execution
- Explored different day-to-day tasks of an art director while developing an understanding of a 360 look at project development and execution

*Dec 2021* **Design Director**  
*April 2022* *Rowdy Magazine/Gainesville, FL*

- Managed, instructed, and motivated creative teams to produce work aligned with the magazine's mission and branding
- Collaborated with directors from various departments, both internal and external, to create and maintain the magazine's vision and branding
- Led a team in the development and creation of merchandise, demonstrating leadership and project management skills

*June 2021* **Art Direction MAIP Fellow**  
*Aug 2021* *Heartbeat/NYC, NY*

- Actively participated in brainstorming sessions, contributing to the development of concepts
- Gained UX design experience through designing layouts for patient and provider e-mails
- Collaborated with other fellows on integrated campaigns, fostering teamwork
- Gained a comprehensive understanding of agency structure, enhancing overall industry knowledge

