

Sophia Green

Designer

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Portfolio: (<http://www.bysophiagreen.com>)

Profile

Dedicated and creative professional with a passion for storytelling and a proven track record of engaging audiences. With over 4 years of experience in graphic design, content strategy, and brand building, I have demonstrated expertise in editorial design, community management, and multimedia production. Known for my entrepreneurial spirit and relentless work ethic, I am committed to driving brand awareness and engagement through high-quality, visually compelling design.

Experience

DominAsian Magazine / Founder & Editor-in-Chief

JUNE 2021 - PRESENT, LONDON

Content & Design Excellence: Independently design and edit the entire 304-page publication, ensuring consistency, quality, and alignment with brand vision across all pages and sections.

Team Leadership: Lead a dynamic team of 14, managing task assignments, performance reviews, and feedback sessions to drive productivity and maintain high editorial standards.

Strategic Partnerships: Develop and maintain strategic partnerships with industry leaders, influencers, and creatives, elevating the brand's visibility and influence within the industry.

Rapid Growth & Engagement: Exceeded initial six-month growth targets within three months, establishing an exclusive, global community through innovative marketing strategies.

High-Impact Design: Lead the design and layout for the magazine, website, and social media platforms, crafting a premium, cohesive visual identity that resonates with the target audience.

Social Media Strategy: Managed [DominAsian's Instagram](#), achieving 446,568 impressions, 86,542 reach, and 17,821 profile visits in the last 90 days by delivering engaging, well-curated content.

Event Management: Organized successful events and brand collaborations, such as recent partnerships with Lobomar and Pahli Hill Bandra Bhai, to enhance brand reputation and increase audience engagement.

The Designers Class / Assistant Manager of Innovation & Growth

JULY 2022 - JANUARY 2023, NEW DELHI

Editorial Design Leadership: Directed and managed the editorial design team for a quarterly publication, overseeing content organisation, layout, design, and final edits, ensuring a polished, cohesive product.

Audience-Centric Content Strategy: Conducted in-depth audience research

to inform and refine content strategies, optimising targeting and social media effectiveness.

Campaign Design & Execution: Designed and managed visually compelling advertising campaigns across Facebook, Instagram, and LinkedIn, leveraging scheduling and analytics tools for data-driven insights.

Influencer & Marketing Campaigns: Developed and executed influencer marketing campaigns to broaden brand reach, amplifying engagement through strategic partnerships.

Crisis Management: Responded to inquiries and feedback professionally, handling sensitive situations to maintain a positive brand image.

Adaptation: Stayed attuned to industry trends and incorporated them into strategies, ensuring the brand's relevance and competitiveness.

Dawn Mason Inc. / Social Media Manager Intern

FEBRUARY 2020 - APRIL 2020, LONDON

Brand Growth & Visual Direction: Enhanced brand visuals, expanding reach by 67% through a targeted, visually appealing social media strategy.

Client Engagement & Event Coordination: Organized client events and showcased portfolio pieces, reinforcing a refined aesthetic and driving brand growth.

Social Media Management: Curated and managed multiple social media accounts, emphasising visual appeal and using analytics to inform content decisions.

Advertising & Performance Analysis: Implemented targeted ad campaigns, generating detailed performance reports to refine strategies and boost engagement.

Influencer Campaigns & Community Management: Developed influential marketing campaigns, amplifying brand presence through key partnerships.

Design Expertise: Created media kits, press materials, and various promotional assets aligned with the brand's objectives and target audience expectations.

Education

University of the Arts London / MA Social Justice Journalism

SEPTEMBER 2023 - DECEMBER 2024, LONDON

Pursued a Master's in Social Justice Journalism to deepen my expertise in storytelling and investigative research, driven by a commitment to learn as much as possible to elevate my own business. Focused on journalism techniques that bring awareness to social justice issues, with specialised training in multimedia content creation and ethical reporting. Developed advanced skills in data-driven storytelling, audience engagement, and strategic content creation to drive positive impact and support underserved communities.

University of the Arts London / BA Graphic Design (1st Class)

SEPTEMBER 2019 - JULY 2022, LONDON

Developed a robust foundation in graphic design principles, including typography, branding, and visual storytelling. Coursework included hands-on projects across digital and print media, incorporating Adobe Creative Suite tools to create compelling designs. Capstone projects focused on community-driven design solutions and building cohesive brand identities, laying the groundwork for innovative editorial work in professional roles. Honed skills in layout design, user-centred design, and art direction, preparing for impactful roles in media and communications.

Skills

Creative & Strategic: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

Social Media & Digital Marketing: Expertise in content creation, scheduling, analytics, and multi-platform strategy (Instagram, TikTok, YouTube, LinkedIn, etc.).

Leadership & Project Management: Proven ability to lead and inspire creative teams, optimising productivity and alignment with brand objectives.

Writing & Communication: Skilled in copywriting, content editing, and proofing to elevate brand messaging and engagement.

Crisis Management & Customer Service: Proficient in handling customer inquiries, and crisis scenarios, whilst maintaining a positive brand image.

Achievements

DominAsian Magazine: Successfully designed, edited, and managed the entire 304-page publication, achieving significant reach and engagement through strategic content and partnerships.

The Designers Class: Led the editorial team for a quarterly publication, achieving increased engagement on social platforms through impactful campaigns.

Dawn Mason Inc.: Boosted brand reach by 67% and executed successful influencer campaigns, enhancing brand visibility and engagement.