

# SOPHIE MAQUILING

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## EDUCATION

University of California, Davis

Expected Graduation: June 2018

Bachelor of Arts in **Design**, Bachelor of Science 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++)

**Skills:** Project Management • Adobe Illustrator, Photoshop, InDesign • HTML/CSS • Bootstrap Framework • C++

## HONORS & AWARDS

**Academic Honors:** College of Letters & Science Deans' Honor List (Fall 2014, Winter 2015, Spring 2015, Fall 2016)

**Awards:** Provost's Undergraduate Fellowship (Undergraduate Research Center, December 2016), Mark and Linda Champagne Award for Exemplary Customer Service (Associated Students of the University of California, Davis, November 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 1-3 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
- Manages 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 (client brief, production times, etc.) 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, providing logistic information to clients, and designing a "How to Use Creative Media" booklet

## 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 - January 2017

- 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 INFORMATION

**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 • Data Visualization • Research