

CYNTHIA K. SODARI

www.cynthiasodari.com • (520) 249-2656 • csodari@gmail.com

EDUCATION

BFA • May 2016 • University of Arizona • Tucson, AZ
Bachelor of Fine Arts in Studio Art - Emphasis in Visual Communication, with Honors

AA • May 2011 • Cochise College • Douglas, AZ
Associates of Art in Fine Arts, with Honors

AA • May 2011 • Cochise College • Douglas, AZ
Associates of Art in Sociology, with Honors

WORK EXPERIENCE

VISUAL DESIGNER

UNIVERSITY OF ARIZONA • DEC 2018 - PRESENT

Create print and digital marketing content for UA BookStores • Assist in planning events and executing collateral • Direct photoshoots for bookstore merchandise • Direct and edit videos for promotional events and employee interviews • Request quotes and samples from internal and outside vendors while tracking budget expenses • Work closely with Brand Ambassador to help create social media content for both BookStores • Work with UA Marketing and Brand Management to ensure compliance and proper usage in all visual collateral • Work closely with stakeholders to strategize best execution for marketing needs and content • mentor graphic designer and student employees

GRAPHIC DESIGNER

UNIVERSITY OF ARIZONA • NOV 2017 - DEC 2018

Create print and digital marketing content for UA BookStores and Arizona Student Unions • Direct photoshoots for bookstore merchandise and Unions food and services • Film and edit videos for promotional events and employee interviews • Request quotes and samples from internal and outside vendors while tracking budget expenses • Work closely with Brand Ambassadors to help create social media content for both BookStores and Union • Work with UA Marketing and Brand Management to ensure compliance and proper usage in all visual collateral

WORK EXPERIENCE *(Continued)*

ADMINISTRATIVE ASSISTANT

UNIVERSITY OF ARIZONA • MAY 2016 - NOV 2017

Provided administrative support to the Financial Services Office as well as the University (FSO) • Conceptualized, designed and oversaw all graphic material for department events and various projects • Assisted with FSO website redesign using Drupal web content management system • Worked with UA Branding resources and FSO Branding, ensuring compliance and proper usage in all graphic material • Maintained departmental organization chart • Assisted with the upkeep of departmental budgets and recording of monthly transactions • Assisted Human Resources with the New Employee Hiring process

ADMINISTRATION STUDENT EMPLOYEE

UNIVERSITY OF ARIZONA • AUG 2013 - MAY 2016

Provided general administrative support to University Financial Services Office • Designed and oversaw all graphic material for department events and various projects as assigned • Assisted with the upkeep of departmental budget and data entry of monthly transactions

ADMINISTRATIVE ASSISTANT

COCHISE COLLEGE • DEC 2012 - AUG 2013

Delivered general administrative support to TRiO Student Support Services Director, Advisors, and Professional and Peer Tutors • Created marketing material for TRiO events and program recruitment • Assisted with editing and research pertaining to program grant • Served as first point of contact for department

AWARDS & ACTIVITIES

BFA EXHIBITION • University of Arizona • 2016

RECIPIENT • University of Arizona HPC Design Contest

CATALOG DESIGNER • National Art Education Association Women's Caucus Exhibition • 2016

