

# Sofie Graham

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## Profile

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Creative, analytical marketer with five years' experience in digital media and the tech industry. Combination of design expertise, technical skills, and business intelligence enables cross-functional ability to create, implement, analyze and improve marketing strategies. In depth experience with behavior-driven development across web applications, mobile apps and entertainment media. Multinational experience in large corporations (Disney, SAP) and in smaller intense startup environments (BuildZoom, Arooga). Graduated with the highest GPA in graduate degree program. Positive attitude and extremely driven.

Consumer Behavior • Analytics • Data-driven Design • Graphic/Web/Visualization Design  
UX • SEM & SEO • Digital Marketing • Mobile Apps • Gamification/Game Design

## Professional Experience

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**BUILDZOOM**—San Francisco CA, United States October 2014 – Current  
**Marketing Manager.** In charge of all marketing activities within the company. Fully responsible for the creation and implementation of digital marketing strategies. Using design expertise to formulate creative for marketing communications including emails, advertisements, web design and social media content. Use of technical expertise to analyze data and derive strategies to improve company growth.

**SAP**—Palo Alto CA, United States May 2014 – October 2014  
**Marketing & Gamification Analyst.** Translating business goals into consumer values and working to engage and retain customers, partners and developers within the SAP Community Network. Implementing gamification mechanics within the community to foster a growing, collaborative environment which bridges the gap between business and customer. Assisting with the development of missions, badges and UX.

**CODEMASTERS**—Leamington Spa, United Kingdom June 2012 – July 2013  
**Experienced Game Designer.** Focused on consumer-driven products in the digital and mobile space. Developed product strategy using international market research, consumer behavior studies and rapid prototyping. Game, app and website design. Pioneered new methods of consumer research for the company.

**THE REAL MEAT COMPANY**—Lusaka, Zambia July 2012 – Aug 2012  
**Marketing Assistant.** Led localized consumer research for product launch campaign. Took charge of ideation and delivery of branding for new products.

**AROOGA GAME STUDIOS**—Portsmouth, United Kingdom Feb 2011 – June 2012  
**Social Game Designer.** Developed Facebook games from early concept stages through to post-release game management and analytics based design. Collected and analyzed data and implemented improvements to product and marketing campaigns, resulting in increased customer acquisition and user retention.

**DISNEY INTERACTIVE STUDIOS**—London, United Kingdom June 2009 – July 2010  
**Production Assistant.** Idea generation, UX, design and artwork for new IPs in development.

**YOUNG AND RUBICAM**—Lusaka, Zambia June 2003 – Aug 2003  
**Assistant.** Display advertising design and implementation.

## Hard Skills

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### Software Expertise

- Photoshop
- Google Analytics
- InDesign
- Excel
- PowerPoint
- Illustrator

### Technical Skills/Languages

- HTML/CSS
- Jinja
- Ruby
- JavaScript
- JQuery
- SQL

## Education

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### Master of International Marketing

August 2014

HULT International Business School—San Francisco, United States

- Graduated with highest GPA in the year
- Dean's List Honors
- Academic Scholarship

### BA Creative Digital Media

July 2011

Teesside University—Middlesbrough, United Kingdom

- Graduated with first class degree and honors
- Academic Scholarship

### Foundation Art & Design

July 2007

Oxford Brookes—Oxford, United Kingdom

### High School A levels/GCSEs

July 2006

The Royal School Armagh—Armagh, Northern Ireland

- All grades A+ to B including science, math and English.

## Additional Information

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**Certification:** Google Analytics IQ. Photoshop/Illustrator Advanced. Duke of Edinburgh Gold Award. Codecademy Ruby/JavaScript/HTML/CSS/JQuery.

## References

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### Julian Widdows – Vice President of Development, Codemasters

“When Sofie joined the Inception team at Codemasters she brought both hard Design and Art skills, with a social/digital bias, as well as compelling soft skills, to the group. A talented and committed team-player, for someone still in the early years of her career she is already developing into a star of the future. I sincerely hope her career trajectory continues as it's started. I would happily have Sofie back as a member of any team in the future.”

### James Brace – Art Director, Disney Interactive Studios

“Sofie was extremely versed and comfortable in her position at Disney Interactive. She showed a strong understanding in video game art and design and interacted well with our team. Her skills were certainly tested and her ability to get assignments completed under the challenging deadlines was a testament to her creativity and pragmatic approach. She presents well and with conviction in her abilities and gaming knowledge she helped develop and direct a number of live projects on multiple platforms. Sofie worked alongside me as if it were as much her project as mine. She didn't need much motivation outside of the initial instructions and was self-reliant, taking ownership of the task whilst challenging the creative aspects of the brief. I was very glad I was able to work with Sofie and would welcome the opportunity to work with her again.”

### Nick Harper – Studio Director, Exient

“Sofie is a dedicated designer with a good understanding of social design and monetization techniques. Always keen to learn and improve her skillset, Sofie was a joy to work with and mentor. A hard-worker, Sofie was very capable of taking a brief and exploring it while still happy to discuss ideas and remain open to feedback. I would very happily work with Sofie again and recommend her highly.”