



# Soledad Rodriguez

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## Education

UNC Wilmington – BA, Communication Studies/Digital Arts 2018

## Experience

### **CREATIVE DIRECTOR, THE SOCIAL CONTRACT LLC – MARCH 2018 - PRESENT**

- ▶ Drafted and launched several major digital projects for 6 label members, as well as 3 prominent clients
- ▶ Generated and oversaw set design for 3 live performances, garnering an audience of up to 100 people
- ▶ Conceptualized cohesive branding/marketing materials, leading to a 50% increase in social media visibility
- ▶ Revamped all aspects of campaign design, including innovation, development, and implementation

### **FREELANCE DESIGNER – SEPTEMBER 2016 - PRESENT**

- ▶ Produced creative design for print/web flyers, company logos, and catalog illustrations for 20+ unique clients
- ▶ Collaborated with clients to define respective requirements, establish scopes, and manage projects

### **MANAGER, CAMINO REAL MEXICAN RESTAURANT – JANUARY 2017 - SEPTEMBER 2022**

- ▶ Strengthened high standards of customer service during high volume, fast-paced operations that drove a monthly profit increase of \$15,000
- ▶ Spearheaded the hiring process by conducting interviews and coordinating staff training for 20+ employees
- ▶ Generated necessary regulations and safety standard checklists/reminders, resulting in 0 policy violations and 98% on all health inspections
- ▶ Facilitated a positive, collaborative environment for front of house workers, minimizing staff turnover to 5%

## Skills

- ▶ Skills: Native Spanish, Reading & Writing Comprehension, Adobe Suite (Illustrator, InDesign, Photoshop, After Effects), Microsoft Office, Typography, Art Direction, Branding & Identity, Social Media.