

CAROLINE SOJA

carolinesoja.com sojacaroline@gmail.com Manhattan, New York

EDUCATION

Southern Methodist University
Dallas, TX • Graduated 05/2023

Creative Advertising Major
Graphic Design Minor

Honors: The Secondary Century Scholar, Hilltop Scholars Program, and National Society of Collegiate Scholars

SKILLS

Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, After Effects, Google Suite, Microsoft, Excel, Dalle, Uizard

WORK

Freelance – New York, NY
Graphic Designer & Art Director (present)

- Designing logo and brand kit for Casual Carats.
- Developing personal creative project from abroad experience to showcase passion and creative aptitude on portfolio.

Caliber Creative – Dallas, TX
Art Director Intern (1/23 – 6/23)

- Collaborated with team to enhance client marketing, design, packaging, digital and brand experience.
- Designed product label for local brewery, developed brand stories for new adult beverage businesses, created logos for real estate companies, wrote taglines for new cosmetic, dessert, and alcohol brands, designed assets for social media, and participated in client meetings.

Lylie's Jewelry – London, England
Social Media Marketing & Graphic Design Intern (5/22 – 7/22)

- Developed and presented original ideas to enrich branding, design, social media, and packaging that adhere to sustainable mission and target key demographic.
- Collaborated with Creative Director and Graphic Designer on strategy implementation and new social campaigns.
- Created product images for website and content across social media platforms through Photoshop and Premiere.

Green Toys Inc. – San Francisco, CA
Digital Advertising & Social Media Intern (6/21 – 8/21)

- Built annual content calendar, created logos and graphics for social content via Adobe Suite, updated and managed all media platforms.
- Managed projects for marketing, design, and creative team, implemented strategies to expand target audience.

AWARDS

[2023 Clio Awards Shortlist](#)
2023 DSVC National Student Show
[2022/23 Young Ones Shortlist](#)
2022/23 Graphis New Talent Annual - *three silvers and two honorables mentions*
[2022 Communication Arts 63rd Advertising Annual](#)
2022 National American Advertising Awards - *silver*
2022 District 10 AAF - *gold*
2022 AAF Dallas - *bronze*
2023/22 TIPA Magazine Association - *1st overall excellence & 2nd cover and story package design*

SMU ENGAGEMENT

SMU LOOK Magazine –
Art Director (6/22 – 1/23)
Assistant Art Director (12/21 – 5/22)
Art Team Member (1/21 – 12/21)

- Led weekly meetings and directed members in creative process, created artistic master plan for issues, oversaw and executed full visual design of magazine, teamed up with EIC and all departments leaders, contributed to printing process.

SMU Club Lacrosse –
Captain (04/22 – 04/23)
Member (8/19 – 4/22)

- Led weekly practices and games, scheduled season, arranged team bonding activities, and communicated efficiently with coach, team, and division.

Kappa Alpha Theta –
Fundraising Director (1/21 – 12/21)

- Administered and organized the annual Theta 5k race, Food Friday dinner, and other fundraising events for child advocacy non-profit.

Helping Hearts Club –
Creative Chair (8/21 – 12/21)

- Designed logo and merchandise for campus club promoting healthy minds, souls, and bodies.

COMMUNITY SERVICE

The Dallas CASA (1/19–12/21)

- Led and participated in fundraisers to help abused children find safe and nurturing homes.

HOBBIES

Illustrating, photography, painting, traveling, lacrosse, learning AI, researching trends, event planning, running and pickleball.