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RESUMÉ

[GRAPHIC DESIGNER]

[SOPHIA BOLGER]

CO 2026 GRAPHIC DESIGN STUDENT | MARKETING MINOR

MUSIC HAS ALWAYS SHAPED HOW I THINK AND CREATE, INSPIRING MY FOCUS ON DESIGN WITHIN THE MUSIC INDUSTRY. I'M ESPECIALLY INTERESTED IN MERCHANDISE, PACKAGING, POSTER DESIGN, AND SOCIAL MEDIA, WHICH I DEVELOPED THROUGH WORKING WITH THE SALEM-BASED BAND PETAL DANCE. THIS EXPERIENCE STRENGTHENED MY ABILITY TO TRANSLATE SOUND, MOOD, AND IDENTITY INTO COHESIVE VISUAL SYSTEMS WHILE EXPLORING MULTIPLE CREATIVE DIRECTIONS AND COLLABORATING CLOSELY WITH CLIENTS. ALONGSIDE MY DESIGN WORK, I'VE BUILT STRONG LEADERSHIP AND COMMUNICATION SKILLS THROUGH MULTIPLE ROLES IN ZETA TAU ALPHA, INCLUDING VP COMMUNICATION, WHERE I MANAGED OUR INSTAGRAM AND MAINTAINED A COHESIVE BRAND PRESENCE. I'M PASSIONATE ABOUT CREATING VISUALS THAT DEEPEN THE CONNECTION BETWEEN ARTISTS AND THEIR AUDIENCES.



WORK EXPERIENCE

STARBUCKS 2025-PRESENT

→ Retail Associate

PETAL DANCE 2025-2026

→ Band Media Director

PROFESSIONAL EXPERIENCE

SENIOR THESIS & CAPSTONE 2025-2026

→ VISUAL COLLABORATION WITH PETAL DANCE

- A comprehensive visual branding project that merged graphic design, music, and storytelling through close collaboration with the local Northshore, MA band Petal Dance.
- Researched DIY grassroots and indie ethos design and marketing strategies
- Exhibition showcased produced merchandise, including shirts, stickers, hats, etc.

ZETA TAU ALPHA- KAPPA OMICRON 2024

→ VP Communication

- **Content creation and design:** Created visually compelling content, including graphics, photos, and videos, to highlight sorority activities, community service, and sisterhood. Used design tools like Canva, Adobe Photoshop, and video editing software.
- **Increased engagement:** Actively engaged with current and potential members, responding to comments, direct messages, and mentions, creating an interactive and welcoming online environment.
- **User-generated content:** Encouraged sisters to contribute photos, testimonials, and stories, incorporating them into posts to strengthen the community and personalize the sorority's Instagram account.
- **Event promotion:** Promoted sorority events, including recruitment, philanthropy fundraisers, socials, and sisterhood bonding activities, by creating eye-catching posts and stories.
- **Campaign execution:** Developed and managed social media campaigns for recruitment periods, philanthropic initiatives, and special events, driving awareness and participation.
- **Maintained brand consistency:** Ensured the sorority's Instagram reflected the values and image of the chapter, maintaining a cohesive visual and messaging style that aligns with the overall sorority brand.

EDUCATION

MERRIMACK COLLEGE AUG 2022

→ Bachelor of Arts in Graphic Design | MAY 2026

ESSEX NORTH SHORE AUG 2018

→ High School Diploma & Certificate in Graphic Design | JUNE 2022

SKILLS

Typography Photography

Time Management Digital Design

Social Media Adobe Suite Design Thinking

REFERENCE

DAN VLAHOS → FORMER PROFESSOR

DAN@DANVLAHOS.COM

→ Design Leader, Educator + Researcher

SOPHIA BOLGER