



SONIA COSTA

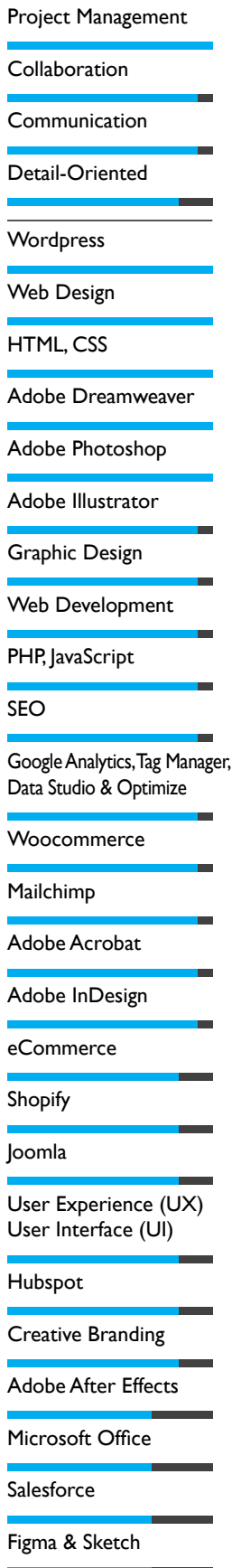
Graphic Designer/ Web Developer with 17+ years' experience
Specializing in Wordpress Websites

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For a portfolio of work, visit:
www.sevenscreative.com/sonia-costa

SKILLS



PERSONAL PROFILE

As an entrepreneur within the print and web design industry, I've had the unique opportunity to develop a variety of skills that may not exist with other professionals in this field. Not only have I had to keep my technical knowledge up-to-date with the evolution of new software, but I've had to develop and adapt my interpersonal skills in order to grow my business.

For over 15 years, I've had the pleasure of making great connections and developing a client list that has often led to repeat customers and referrals. Combining my creativity, technical expertise and interpersonal skills, I've successfully grown my business, while simultaneously watching my clients' businesses grow as well. This has been very rewarding and motivating for me.

While I've loved building my business, my professional goals have shifted. Recently, a greater emphasis of my day-to-day is on the administrative aspects of managing a successful business. There is less time spent on the creativity and design that originally attracted me to this industry. I'm looking to take all the skills and strengths that I have cultivated throughout my professional career and collaborate with the right firm to build success.

EXPERIENCE

2007
(Current)

Web and Print Business Specialist / Art Director

Sevens Creative Inc - TORONTO, ON

Business

- Produce and negotiate quotes, estimates, creative briefs & Proposals
- Consult regularly with Clients to maintain existing relationships;
- Conduct Web/ Competitive Analysis to determine gaps and opportunities
- Built Questionnaires and Work Flows to stream line fulfillment.

Web Design and Development

- Built or enhanced over 200+ sites. Services include HTML/HTML5, Javascript, CSS/CSS3, PHP, JSON, and more.
- Experience with a diverse list of major frameworks and ability to take on a diverse set of roles
- Wordpress Website Specialist (15+ years)- Theme Builder, Plugin/Tech Consultations, Visual Builders (Divi, Elementor), Woocommerce, SEO (Yoast); Custom theme development or Theme Customization, Website Management, Training, Hosting Support, error fixing and debugging.
- Conducted Website Assessments and competitive analysis to create recommendations for improvements on Keyword Research and implementation, Optimization for SEO, Speed, Performance, Accessibility (Lighthouse, GTMetrix)
- eCommerce Web Design Experience using mainly Woocommerce and Shopify platforms

Print Production

- Collaborated with business owners, marketing professionals and freelancers to design branding and collateral, including logo design, business cards, brochures, signage and Wayfinding, tradeshow booth design, presentations, case studies, whitepapers and advertising.
- Used brand guidelines as the basis for visual decisions in order to maintain consistency with existing corporate identity programs.
- Managed print projects from initial concept phase through final production, including budgeting and scheduling.

Marketing

- Collaborated with marketing team to create new campaigns based on research data about target markets
- Proficient in Google products, setup and integration - Analytics, Tag Manager, Data Studio, Optimize, Adwords, Search Console, Sites, Business
- Setup Services & Web integrations (APIs) for the following: Hubspot, Mailchimp, Salesforce, major social media platforms and Ad related services such as Facebook, LinkedIn, Google Remarketing, Houzz & Homestars.

2014-
2021

Director, Web Support Services

Above the Fold Media - TORONTO, ON

My specialties in this role had me working along side an expert Marketing team in:

- Designing appealing and responsive landing pages
- Integrating client CMS programs and data feeds into websites
- Optimizing sites for maximum speed and scalability
- Employing industry and design best practice through website build process
- Conducting website testing
- Liaising with back-end developers to ensure web and app logic is properly integrated
- Ensuring website function and stability across devices i.e. desktop, mobile, tablet
- Ensuring brand elements and relevant market research findings are incorporated into website
- Providing internal support and external customer service throughout the website build and launch process

EDUCATION

2006

International Academy of Design and Technology

TORONTO

Graduated with Honors at the AEC / DEP or Skilled Trade Certificate in Graphic Design For Print and Web