

# SOPHIA PETRUCCI

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## EDUCATION

### BFA in Graphic Design with Animation Minor

Northeastern University

## EXPERIENCE

May 2024 -  
July 2024

### Graphic Designer and Animator

JORDAN'S FURNITURE

- ▶ Crafts promotional videos, HTML5 banners, and emails from creative ideation to final output that establish Jordan's brand across platforms, from social to television to digital billboards.

July 2023 -  
Feb. 2024

### Motion Graphics and Animation Associate

SPECTRUM SCIENCE COMMUNICATIONS

- ▶ Animated promotional and instructional videos for healthcare and biotech clients.
- ▶ Created engaging 30-second spots for Meta and LinkedIn, as well as detailed explanatory videos for clinical trial websites.
- ▶ Implemented strong storytelling techniques to effectively communicate complex concepts.
- ▶ Thrived in a collaborative, deadline-driven environment as the sole in-house animator, strengthening my adaptability and teamwork skills.

Jan. 2022 -  
June 2022

### Motion Graphics Co-op

DRAFTKINGS

- ▶ Developed engaging animated videos for external advertising, boosting brand visibility.
- ▶ Collaborated with influencers and celebrities to create impactful video content for social media, expanding brand reach.
- ▶ Tailored video content to various sizes and technical specs, from LED animations for Fenway Park displays to mall video columns to Snapchat size specs, ensuring seamless integration.
- ▶ Contributed to internal communication efforts by producing professional videos and presentations, fostering organizational alignment and morale.

July 2020 -  
Dec. 2020

### Graphic Design and Marketing Co-op

UNISPACE

- ▶ Developed presentations, interactive media, and project proposal collateral for internal utilization, adhering to brand guidelines.
- ▶ Utilized Ceros to craft animated and interactive office space proposals, enhancing engagement.
- ▶ Refreshed existing InDesign templates and crafted new ones to streamline future design processes.
- ▶ Collaborated in copyediting and proofreading project content, ensuring accuracy and clarity.

Sept. 2020 -  
May 2021

### Streaming Support Intern

INDIECADE

- ▶ Orchestrated seamless cross-platform video content distribution between Twitch and YouTube, enhancing audience reach and engagement during and after live events.

## SKILLS

- ▶ Adobe Suite (AfterEffects, Premiere, InDesign, Illustrator, Photoshop, XD, Substance 3D)
- ▶ Maya, Cinema 4D
- ▶ Microsoft and OS Suites
- ▶ Video editing and animation
- ▶ Collaboration and communication
- ▶ Adaptability and problem-solving