

Sophia Petrucci

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EDUCATION

BFA in Graphic Design with Animation Minor

Northeastern University

EXPERIENCE

Associate Creative Designer (Contract Role) | October 2025 – April 2026 | Boston | Hybrid

REBET

- Crafted 3D animations and 2D videos into motion graphics for social ads which supported the ReBet marketing team, as well as the Snoop Dogg Casino team, driving high conversion rates and low FTDs across Meta, Snapchat, Reddit, Tiktok.
- Grew Rebet to 1000000 users while constantly striving towards new niches and markets with the strategy team.

Graphic Designer and Animator (Contract Role) | May 2024 – Mar. 2025 | Boston | Hybrid

JORDAN'S FURNITURE

- Crafted promotional videos, HTML5 banners, emails, and more to establish Jordan's brand across platforms, including social, television, and billboards.
- Designed campaign treatments while aligning with internal channel owners, which stimulated brand visibility and revenue through website and in-store traffic.

Motion Graphics and Animation Associate | July 2023 – Feb. 2024 | Boston | Remote

SPECTRUM SCIENCE COMMUNICATIONS

- Created promotional 30-second spots for Meta and LinkedIn, as well as detailed explanatory videos for clinical trial websites for healthcare and biotech clients.
- 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.

Motion Graphics Co-op | Jan. 2022 – June 2022 | Boston | Hybrid

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 organizational communication and moral by producing video presentations.

Graphic Design and Marketing Co-op | July 2020 – Dec. 2020 | Boston | Remote

UNISPACE

- Developed presentations, interactive media, and project proposal collateral, in adherence to brand guidelines.
- Crafted animated and interactive office space proposals with Ceros, enhancing engagement in pitch presentations.
- Refreshed inDesign templates and crafted new ones to streamline future design processes.
- Collaborated in copyediting and proofreading project content, ensuring accuracy and clarity.

SKILLS

Adobe Suite (AfterEffects, Premiere, InDesign, Illustrator, Photoshop, XD)

Maya, Blender, Cinema 4D

Figma

Top 3 CliftonStrengths: Empathy, Input, Adaptability