Sonia Darlison.

Fiery Curiosity and Focused Results.

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Profile

Continuous Learner
Engaged in continuously learning and leveraging new skills. Graduated three technology-related part-time courses in web-development and digital marketing. Furthering interest in healthcare through enrollment in professional Health Coaching Program.

Digital Storyteller
Managed digital deliverables for customer-facing rebrand by Canada's second largest telecommunications provider. Owned and managed end-to-end experience of a template library for digital signage.

Community Engagement & Team Builder
Mentor and volunteer with 6+ organizations/conferences that promote engagement in STEM fields. Developed and hosted a "UX Meets Front-End Development" Lunch and Learn geared to students at the University of Waterloo Stratford School of Interaction Design. Attracted the greatest number of participant sign-ups as a Communitech Campus Ambassador for the Code/Design to Win preliminary exam. Awarded the Geri Wolf Scholarship for contribution to the promotion of women in STEM and leadership in the digital signage field. 4 years of experience leading Lean and Agile teams and applying these frameworks in a professional settings.

References

"Sonia is extremely hard working and **goes above and beyond** what we expect from our Campus Ambassadors. She is **always looking for new ways to help students interested in business, entrepreneurship or STEM fields** discover the Waterloo Region tech ecosystem." - Tina Wilton, Campus Engagement Specialist at Communitech.

"Her **passion for for technology and obsession with continual learning** have made her an invaluable contributor to the growth at Rise Vision." - Ryan Cahoy, Business Development Director at Rise Vision.

Experience

Product Owner Co-op, TELUS Digital—May-Aug 2018
Managed cross functional teams to deliver numerous digital initiatives across Telus's Authenticated Self-Serve portal roadmap. Spearheaded Telus Digital's involvement in a company-wide rebrand of the company's customer portal. Communicated with stakeholders to understand business requirements and took ownership of projects to ensure that business outcomes were met. I led UX/UI designers, content specialists, analytics specialists, developers and stakeholders to develop world-class digital experiences for TELUS customers.

Marketing Manager, Shelby Naturals—June 2017-Jan 2018
Led design and development of the company website and managed all marketing material for a Toronto skincare company. Conducted SEO reviews of website content, designed targeted advertising and marketing collateral for social media and print.

Campus Ambassador, Communitech—Sept 2017-Jan 2018
Chosen to represent Communitech at the University of Waterloo Stratford Campus. Worked closely with Stratford Campus to maintain the relationship and create awareness of Communitech. Organized and facilitated a one-day workshop that addressed a learning void on campus.

Designer and Front-End Developer, Rise Vision—April-Dec 2017
Designed and built custom digital signage presentations for large organizations using HTML, CSS, and JavaScript. Curated and designed a subscription template library for digital signage. Regularly improved template designs based on user testing and feedback, and created accompanying instructional, sales, and promotional videos.

Digital Marketing Intern, Rise Vision—April 2016-Jan 2017
Designed landing pages and wrote SEO-friendly copy based on targeted keywords. Conceived, wrote, and curated the design of an eBook that was used to collect qualified inbound leads.

Designed and A/B tested email campaigns. Conducted analytics reporting using Google Analytics, Mailchimp and Intercom.

Workshop Mentor, Ladies Learning Code- Sept 2016-Present
Teach workshops in Toronto and Kitchener/Waterloo.

Social Media Coordinator, Tech Leadership Conference— May 2017
Managed Communitech's social media content for a one-day conference of 1000+ participants.

Social Media Manager, GetConnected Conference— April 2017
Managed social media marketing for one-day conference tailored towards students.

Second Year Cohort Representative, GBDA Society— Sept 2016-April 2017
Actively engaged with student interests and determined opportunities to enhance the student experience. Engaged students through events, workshops, and information sessions centered around tech, design, and professional development.

Social Media Executive, UW Marketing Association— Dec 2016- April 2017
Directed social media content creation and strategy. Improved the Society's social media presence and increased engagement through content creation.

Education

University of Waterloo, **BA, Global Business and Digital Arts**—Sept 2015-Present
In my final year of the honors Global Business and Digital Arts program, a specialized program that combines business and digital design. Example courses include marketing, economics, user experience design and computer science.

Health Coach Certificate, Institute of Integrative Nutrition—Oct 2018-Present
Completing a 6-month accelerated nutrition and health coaching program.

Universidad Carlos III de Madrid, BA. Media Studies—Jan-May 2018
International Academic Exchange

Intro to Javascript/Advanced Javascript, HackerYou—April-Aug 2017
Completed a 12-week course on Javascript, JQuery, API's, and the fundamentals of ReactJS and NodeJS.

SEO/SEM & Analytics Course, BrainStation—July- Aug 2016
Learned skills and techniques involved in search engine marketing and analytics through a 5-week course in SEO/SEM, Google Analytics, Google AdWords, and back-link analysis.

Intro to Web Development/Advanced Web Development, HackerYou— April- July 2016
Gained knowledge and skills of HTML, CSS, SCSS, JavaScript, JQuery, and responsive design in an immersive 12-week course.

Awards

Gerry Wolf Digital Signage Scholarship—March 2018
Recipient of a scholarship awarded to a young woman studying in a digital signage related field and in excellent academic standing.

Communitech Code/Design to Win Finalist—Jan 2017
One of the top 25 designers from applicant pool of 200 to participate in a design-thinking competition at Communitech in Waterloo. Selected by results from preliminary design-thinking exam targeting problem-solving ability.

University of Waterloo Dean's List—Sept 2015 - Present

eJust Systems GBDA Scholarship—Sept 2015
Single recipient of program scholarship for high school academic achievement and extracurricular involvement.

Certifications/ Skills

Product Roadmap Management, Digital Marketing, Copywriting, **Project Management**, **Hubspot Inbound Certified**, **Google Analytics Individual Qualification, Google Adwords Basics Course**, Adobe Creative Suite, Sketch, **HTML5**, **CSS3**, Processing, **Javascript**, JQuery