

Sonja Slother

graphic design • communication • ministry

contact

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education

Bachelor of Fine Arts in Graphic Design
Edinboro University of Pennsylvania

Certificate Program in Visual Effects
Daemen College - Buffalo, NY

skills

Adobe Creative Suite
InDesign, Illustrator, Photoshop, After Effects

Microsoft Office
Word, Excel, Powerpoint

Email Marketing
MailChimp, Constant Contact

Social Media Management
Facebook, Instagram, Twitter, YouTube

Graphic Design
Media Relations

Branding
Press Releases
Public Relations
Web Design (Wix)

Customer Service
Proofreading

Budgeting
IT Skills

Training & Ministry Development
Typography

Search Engine Optimization (SEO)
Photography

Digital Marketing
Layout Design

Video Production
Event Management
Copywriting

work

Director of Communications & Ministry Development
St. Paul's Episcopal Cathedral - Buffalo, NY

December 2014 to Present

- Design, edit and print worship bulletins.
- Design, edit and distribute weekly electronic newsletters.
- Design, edit & maintain the cathedral website (Wix) SPCBuffalo.org
- Plan, implement and direct media relations.
- Write and/or distribute press releases.
- Submit news to diocesan channels and churches in a timely manner.
- Design and produce art and copy layout for publications.
- Manage public relations efforts.
- Manage social media messaging & communication strategies.
- Creatively build followings on various social media outlets.
- Develop volunteer teams to accomplish communication goals.
- Enlist, equip and encourage qualified volunteers & professionals such as artists, designers, photographers and writers.
- Take photographs at events.
- Manage video equipment & produce livestream videos for special events and services.
- Participate in brainstorming sessions.
- Manage communications budget.
- Manage 'Cathedral Life' budget.
- Assist in developing an organizational structure for ministry teams.
- Serve as an event coordinator for major events, including diocesan events hosted by the Cathedral.
- Coordinate & manage outside vendors.

Freelance Senior Graphic Designer & Virtual Assistant

January 1999 to Present

- Design and produce art and copy layout for publications.
- Manage public relations efforts.
- Lead all efforts related to the creation & development of websites.
- Manage ongoing social media messaging & communication strategies.
- Creatively build followings on various social media outlets.
- Virtually assist clients with office needs.
- Provide customer service strategies.
- Coordinate & manage outside vendors.

Senior Graphic Designer

SJ Anderson Graphics - Lewiston, NY

May 2010 to January 2013

Graphic Designer/Customer Service Representative

Cooper Sign Company - Town of Niagara, NY

March 2007 to May 2010