

Sonja Slother

graphic design • marketing communications • digital media

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, Lightroom
After Effects

Microsoft Office
Word, Excel, PowerPoint

Email Marketing
Constant Contact & Mail Chimp

Social Media Management
Facebook, Instagram, YouTube, TikTok

Visual Effects
Silhouette, Nuke

Canva

Graphic Design

Layout Design

Typography

Branding

Proofreading

Press Releases

Public & Media Relations

Web Design

Search Engine Optimization (SEO)

Customer Service

Budgeting

IT Skills

Training & Ministry Development

Photography

Digital Marketing

Video Production

Copy Writing

work

Director of Communications & Digital Ministry St. Paul's Church - Rochester, NY

June 2022 to Present

- Design & edit weekly electronic newsletters with Constant Contact
- Design, edit & maintain the church website
- Assist with editing the weekly worship bulletins.
- Plan, implement and direct media relations.
- Write and/or distribute press releases.
- Submit news to diocesan channels and churches in a timely manner.
- Design, produce art and copy for bimonthly publication.
- Manage public relations efforts.
- Manage social media messaging & communication strategies.
- Creatively build followings on various social media outlets.
- Enlist, equip and encourage qualified volunteers & professionals such as artists, designers, photographers and writers.
- Take photographs at events & post to social media
- Manage video equipment & produce live stream videos for special events and services.
- Manage live stream team for Sunday services.
- Coordinate with IT company regarding office computer purchases.
- Participate in brainstorming sessions.
- Manage communications budget.
- Coordinate & manage outside vendors.

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

December 2014 to June 2022

- Design, edit and print worship bulletins. & weekly electronic newsletters.
- Design, edit & maintain the cathedral website
- 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 live stream 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.

work



Freelance Senior Graphic Designer & Virtual Assistant

Sanborn, NY

January 1999 to December 2014

- 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

- Design of all collateral for the Smokin' Joe® owned companies.
- Worked closely with the N. F. Quality Inn to reestablish their brand & restaurant.
- Brand concept for Maiden Cosmetics™, including name & logo creation, website graphics and trade show booths.
- Program all electronic message centers according to weekly marketing plan.
- Efficient at customer service & obtaining quotes from vendors.

Graphic Designer/Customer Service Rep.

Cooper Sign Company - Town of Niagara, NY

March 2007 to May 2010

- Design and construction of various signs for regional and national companies.
- Responsible for concept sketches through final completion of Electronic Message Centers.
- Trained customers on "Ignite" Electronic Message Center software.
- File preparation for outside vendors to meet digital printing & sign needs.
- Efficient at customer service & obtaining quotes from vendors.
- Ordering of all sign materials & supervision of all of sign production.

Graphic Designer

Eastern Standard Production (ESP), Amherst, NY

March 2006 to March 2007 (Part-time)

- Design of CDs / DVDs and all related materials.
- File preparation of customer files for silkscreen and offset press.
- Proof reading
- Customer service