

# Sophia Nienke

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Multi-disciplinary creative marketer with 4.5 years of experience and a knack for numbers. I have led design, advertising, and content initiatives across in-house, freelance, and agency environments. Experienced in digital & print design, content marketing, paid media, and performance reporting.

*Daniel Ravenel Sotheby's International Realty*

## FULL-TIME MARKETING MANAGER | SEP 24 - PRESENT

Collaborate with cross-functional teams to improve systems; notably a new marketing hub integrating Wix, Typeform, and Monday, streamlining over **270 requests** since its launch in Q1 2026.

Own a **high volume** of digital and print marketing projects supporting **120+ agents** across 5 offices while maintaining corporate brand standards and a luxury-level visual quality.

Managed **\$11K+** in Meta advertising campaigns, tracking and reporting on KPIs and campaign performance.

*MoonBeam Land Company*

## CONTRACT MARKETING DIRECTOR | DEC 25 - PRESENT

Plan, design, publish, monitor, and analyze content operations across social and email platforms.

Raised followers (**95.7%**), page visitors (**59.4%**), and engagement (**3,044%**) on all profiles.

Actively identify opportunities to streamline creative operations and **improve efficiency and output**.

Create property assets including a 56-page booklet for a \$44M ranch (**under 1 week turnaround**).

*SO+CO Creative Services*

## FREELANCE GRAPHIC DESIGNER & MARKETER | DEC 22 - SEP 24

Translate objectives into visual solutions and recommend creative approaches for **brand development**.

Supported clients across **8+ industries**, adapting strategies to varying brands, audiences, and project goals.

Designed print, digital, social, and paid media for businesses ranging from nonprofits to local franchises.

Present and defend marketing and advertising strategy to stakeholders and senior leadership.

Adobe Creative Suite

Microsoft Office & G Suite

Canva | AI & LLMs | CRMs

Monday, Asana, Clickup, etc.

Media Planning & Buying

Campaign Reporting

Performance Analytics

CPC, SEM, and Display Ads

**Meta** Certified Media Planning &

Buying Professional (2025)

**Google Ads** Measurement (2024)

**Basis** Digital Media Essentials (2023)

*Georgia Southern University*

## BACHELOR OF ARTS, STUDIO ART | AUG 19 - JUL 22

Early Graduate, Magna Cum Laude, President of Art at Armstrong