

Sonja Torres

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253-846-5254 or 253-341-1816

Online portfolio: www.snakebitegraphics.com

chancedance@hotmail.com

Qualifications & Experience

- Multiple skill sets enable me to carry out a variety of duties adapted to maximize the work force of a small or growing company.
- 25 years graphic arts and marketing including print and web design, email marketing, vinyl sign making, silkscreen design, search engine optimization, and marketing planning and coordination.
- Building sales through 10+ years customer service, communication, and marketing skills.
- Managing shipping operations for cost effectiveness, efficiency and proper scheduling.
- Providing executive support by managing communications, research, meeting assistance, and employee relations.
- Technical skills in Adobe Creative Suite, MS Office, CorelDraw, HTML and CSS, various vinyl plotters, and copy machines.
- Willing to relocate to international location.

Education & Activities

- Associates Degree in Digital Design, Pierce College Lakewood Campus, 4.0 GPA.
- CompuMaster Pamphlet and Brochure Design, Website Building and Photoshop seminars.
- Business/Travel Agent Course, Clover Park Technical School, Lakewood, WA.
- Volunteer set painting and building, Lakewood Playhouse, Lakewood, WA.
- Travel, especially Mexico and Germany; speak basic German.
- Excellent English and writing skills; creative writing of poetry and short stories. Portfolio at www.chancedance.com.

Work History

- 9/2010-Present: **Wallace-O'Farrell, Inc.**, Puyallup, WA **Customer Service, Marketing and Shipping Manager**
- Manage and build individual and distributor customer sales by taking and processing orders in Sage and QuickBooks, providing product pricing and information, and providing product support and problem resolution. Sales have grown steadily since my arrival.
 - Plan and produce all marketing activities including scheduling, creating and monitoring print advertising, Internet advertising and email marketing, as well as general website and shopping cart maintenance. I also produce all photography and packaging designs and changes, resulting in large savings for the company because subcontractors are not needed for these projects.
 - Manage shipping by overseeing, assessing and setting shipping costs of all shipping orders, getting freight quotes, working with shipping vendors, scheduling shipments, problem resolution and filling out customs paperwork. I have reduced shipping costs by 25% in this department.
 - Order all production supplies such as bottles, shipping cartons, samples and product ingredients.
 - Provide executive assistance by screening calls, reviewing communications, and assisting with hiring.
- 9/2005-Present: **Snakebite Graphics**, Spanaway, WA **Sole Proprietor, Graphic Design Business**
- Graphic design in all fields including print, web, logo and vinyl graphic design and application, and mural painting.
 - Marketing and networking.
 - General executive duties such as invoicing and maintaining records for tax filing.
 - Online portfolio at www.snakebitegraphics.com.
- 8/2003-9/2008: **Carlson Wagonlit Travel**, Tacoma WA **Executive Assistant/Marketing Coordinator**
- Assist Company President with day-to-day operations: process mail, order office supplies, and prepare company contracts, business letters and invoices.
 - Create marketing collateral for 8 agency branches and all facets of travel agency sales including newspapers, flyers, postcards, magazines, yellow pages, tee shirt designs and websites.
 - Manage petty cash and deposits.
 - Create, coordinate and process marketing plans and billing with co-op vendors.
 - Design and maintain company's websites.
 - Earned honor of Support Person of the Year 2007

4/2002-5/2003: **Kinko's FedEx Office**, Tacoma, WA

Sign & Banner Maker/Customer Service

- Layout and prepare artwork and scale drawings for sign and banner making using Gerber Omega, Adobe Illustrator, Photoshop, PageMaker 6.5 and Acrobat 4.0.
- Design and produce cut vinyl signs and banners as well as various large printed products.
- Help customers use computers and copy machines.
- Assist with bindery, laminating and mounting processes.

8/2000-8/2001: **Travel Chair Company**, Gig Harbor

Graphic Artist

- Layout and prepare artwork and scale drawings for silk-screening using CorelDraw and Adobe Illustrator.
- Create and maintain www.travelchair.com website according to company design using FrontPage and Photoshop.
- Design product labels and advertising materials for magazines and mailings.
- Prepare and reclaim screens, set up silk-screens for various print jobs and mix inks to Pantone Matching System.

9/1991-8/2000: **Zumar Industries**, Tacoma, WA

Graphic Artist

- Layout and prepare artwork and scale drawings for silkscreen processing using Amberlith film base. Layout is done to state or customer specifications.
- Supervisory duties include training and helping the screen processor, keeping track of orders due and monitoring work hours and breaks.
- Communicate with customers about job/computer requirements, layout possibilities, and answering their questions.

Other work experience includes customer service and cash handling at Advance America Payday Loans, store-remodeling team at Waldenbooks and Wal-Mart, sign making and graphic assistant at Western Metal Arts and Valley Sign.

