



# SOPHIA LEWIS

## Creative Marketing Manager

 (555) 789-0123

 sophia.lewis@email.com

 Chicago, IL

### Professional summary

Innovative Creative Marketing Manager with 10+ years of experience developing impactful campaigns for Fortune 500 brands. Skilled in leading creative teams, crafting compelling messaging, and increasing brand visibility. Proven ability to deliver results through data-driven insights and creative storytelling.

### Experience

Creative Marketing Manager January 2018 - Now

#### Bright Concepts Agency | Chicago, IL

- Spearhead the creation of cross-channel campaigns that increase client revenue by 30% year-over-year.
- Manage a creative team of 10, overseeing all aspects of concept development and execution.
- Collaborate with clients such as Ford, Target, and Nestlé to deliver tailored marketing solutions.
- Conduct A/B testing on messaging and visuals, leading to a 20% improvement in audience engagement.

Creative Specialist June 2015 - December 2017

#### Inspire Brands | Chicago, IL

- Designed and implemented creative strategies that enhanced brand consistency across print and digital media.
- Partnered with sales teams to develop innovative presentation materials, boosting deal closure rates by 15%.
- Analyzed performance metrics to refine creative approaches and maximize ROI.
- Directed photoshoots and video production for high-profile marketing campaigns.

### Education

Bachelor of Arts in Graphic Design of DePaul University |  
Chicago, IL

### Skills

Creative campaign development

Expert

Team leadership and collaboration

Expert

Content creation and branding

Expert

Data-driven marketing strategies

Expert

Digital and print media management

Expert

Trend analysis and market research

Expert

### Links

LinkedIn: /in/sophialewis

Portfolio available online at [sophialewis-portfolio.com](http://sophialewis-portfolio.com). Includes campaign examples, design work, and case studies.