

## SONIA KLAUBER

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### Profile

Creative director, designer, project manager, and marketing expert with a breadth of experience in roles and industries that I draw on to enhance every task I tackle, no matter how large or small, seeking a remote full-time or contract position. My niche expertise is managing local and national campaigns, designing brand materials, and coordinating tradeshow. The embodiment of my career has been within real estate, healthcare, and education.

### Experience

#### CREATIVE COURT EAST — SPARTA, TN

1/98 – PRESENT

Creative Designer working with small businesses for over 28 years.

*Creating social media, websites, advertising, campaigns, direct mail, landing pages, tradeshow materials and video. Please see my website for a list of clients, campaigns, and a gallery of samples. Niche expertise resides in real estate and small business growth. Increased multiple sales for small businesses with new branding, collateral, photography, relative content, and online advertising. Successfully producing and designing Luxury Home Magazine for over 8 years and all affiliate ads, applying national brand standards, and increasing revenue by 25%. Increased home sales for dozens of real estate agents by 150% with targeted social media marketing and direct mail for Coldwell Banker, Keller Williams and many more.*

#### MAJORITY STRATEGIES – JACKSONVILLE, FL

8/22 – 11/22

Contract Creative Designer

*Animation of multiple size ads for Facebook, Google, websites, print ads, magazines, newsprint, and direct mail. Face paced agency environment with time sensitive deadlines.*

#### ORTHOFIX — ST PETERSBURG, FL

2/22 – 11/22

Part-time Medical Equipment Fitter

*Aid in the delivery of medical equipment for patients working with the territory manager. Communicate specific instructions on how to use and wear the bone stimulation devices. Seeing patients with cervical, spinal and bone fractures.*

#### Closets by Design — ST PETERSBURG, FL

6/21 – 3/22

Creative Space Designer and Salesperson

*Create client designs that provides functional organization and looks like a custom work of art for reach-in closets, walk-in closets, kitchen pantries, laundry rooms, offices, entertainment areas, wet bars, garages, craft rooms and lanais. Actively involved in managing the project from start to finish to ensure customer satisfaction including pricing, billing, and tracking.*

The Milestone Financial Group at Morgan Stanley — BRADENTON, FL 12/19 - 7/21

Marketing, Event Planner and Creative Manager

*Full range of management roles dealing with social media, publications, design, advertising, internal business solutions, event planning, and writing. Brought the Milestone Financial team to the #1 team within Southeast Morgan Stanley for social media. Securities Essentials Certification. Part One Series 7.*

Imagine Charter Schools — LAKEWOOD RANCH, FL 9/16 - 5/18

Art Teacher Kindergarten - 8<sup>th</sup> Grade.

*Teacher of visual art using the Florida standards including technology, art history, advertising, 3D art and painting. Created yearly art exhibits for students to display within school and art shows in the community, managed art program fundraising, PR, and event planning. Planned and executed field trips within the community. Created an after-school art program for children 3-8 grades emphasizing on drawing skills and color theory.*

Hoveround, SARASOTA, FL 12/09 - 4/16

Manager of Creative Services

*Increased sales by over 23% developing key strategically planned direct mail tests, tracked lead flow nationwide, and targeted demographics within the senior and caregiver marketplace. Improving patient packages and physician's information directly related to Medicare and private insurance following nationwide compliance.*

*Efficiently designed corporate transition pieces, including a new logo, over 300 direct mail creatives, new corporate brand portfolio, internal sales tools, cash sale advertising which led to an increase in cash business.*

*Slashed print, fulfillment, and postage costs by 30% negotiating prices and fees, while ensuring the continuation and enhancements of all social, online and print services in and out of house.*

*Designed, directed, and advised on all landing pages, social media advertising, print, and AV scripting. Managed all production agencies, selected models, multi-media firms and photographers/videographers.*

Joerns Healthcare, STEVENS POINT, WI 12/05 - 5/08

Senior Design Manager

*Quickly contributed to a major national brand merger, designed, and established a global identity between multi-faucet company's, produced a new global logo, hundreds of product guides, catalogs, website, and product designs in preparation for the launch of Joerns Healthcare. (Previously Sunrise Medical) Earned many kudos and promotions after launch of company for specific medical product launch, trade-show display and medical promotional materials including sales pieces.*

*Expanded the company's core portfolio, website and core creative pieces while traveling globally with product managers, nursing staff, internal sales teams, and executive management to integrate all acquisitions. Maintained Printer relations, on-site press checks, vendor negotiations, PR, and event planning.*

BMG Music, NEW YORK, NY 01/98 - 12/01

Junior Art Director

*Production artist then promoted to Jr. Art Director for merchandise sales including web/advertising of POP artists to Christian Rock.*