



SOFIA WOJTAL

Creative & collaborative visual communications professional with a motivation to create compelling stories, develop brands, and create digital content.

GRAPHIC DESIGN, MEDIA, & MARKETING SPECIALIST

CONTACT

- 📞 970.215.6566
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- 🌐 www.sofiawojtal.com

SKILLS

- WordPress
- Adobe Creative Suite
- SEO
- Canva
- Strategic Problem Solving
- Detail-oriented
- Strong written & verbal communication

EDUCATION

BA - JOURNALISM AND MEDIA COMMUNICATIONS | EMPHASIS ON MARKETING

Colorado State University
2022-2027

EXPERIENCE

KEELEY COMPANIES

Marketing Specialist

May 2025 - Present

- Design branded marketing materials for a national construction company with 2,000+ employees
- Partner with other teams to develop content aligned with brand identity and business goals
- Created & manage a database of critical information to improve collaboration between marketing and business development
- Conduct market research to support strategic marketing initiatives
- Create visually engaging collateral for external and internal use
- Utilize design techniques to enhance readability & attention

VELVET FILES

Social Media Lead | Customer Representative

October 2023 - December 2024

- Created & managed social media content to increase customer base and grow engagement
- Conducted market research to understand customer trends & maintain a competitive edge
- Developed & published SEO-optimized blog content to drive website traffic
- Managed daily operations