



# Mary Sabine Soltys

## Work & Internship Experience

### Digital Marketing Specialist

Armedia (Vienna, VA) | Feb 2024 - Present

Strategic and results-driven digital marketing professional with expertise in content creation, social media management, and brand positioning. Skilled in developing and executing comprehensive marketing strategies to enhance brand visibility and drive engagement. Currently manages multi-channel digital campaigns, crafts compelling content tailored to target audiences, and analyzes performance metrics to optimize marketing initiatives. Additionally, collaborates cross-functionally with the CEO and VP of Sales to support Armedia's mission of delivering cutting-edge IT modernization and case management solutions.

### Lead Graphic Designer and Social Media Manager

"The Reston Letter" (Reston, VA) | May 2023 - Present

Talented and detail-oriented graphic designer with 5 years of experience. Proficient in Adobe Creative Suite with success in building visually stunning and effective graphics for various platforms. Currently provides impactful multi-platform designs and oversees all social media platforms. Additionally creates visual concepts for digital projects, including branding, marketing materials, advertisements, and social media graphics and manages cross-platform social accounts.

### Marketing Content Strategist and Graphic Designer

Kiser Healthcare Solutions (Reston, VA) | March 2025 - September 2025

Creative and strategic marketing professional with a focus on content development and visual design in the healthcare space. Leads content strategy and graphic creation for multi-channel campaigns, including LinkedIn, email outreach, and digital presentations. Translates complex healthcare topics into clear, compelling marketing assets that support quality improvement and value-based care. Collaborates with leadership to ensure alignment with brand goals and audience needs.

### Social Media Account Manager (Intern)

Financial Growth Partners (Reston, VA) | May 2023 - July 2024

Results-driven social media professional with 5 years of experience in managing and growing accounts. Skilled in developing and implementing effective social media strategies to increase engagement, followers, and brand awareness. Currently collaborates with clients to understand their marketing needs and objectives, manages multiple projects simultaneously and ensures timely delivery of social media assets. Contributes creative ideas and concepts to social accounts.

## Campaign & Project Portfolio

### "Poppi" Multimedia Campaign



Poppi Prebiotic Soda | Fall 2023

Executed an interactive marketing campaign tailored to Gen Z markets. Studied market and social trends, built a marketing plan, and deployed fresh ideas to social media platforms. Utilized guerilla marketing, television advertisements, and digital ads. Captured 'lessons learned' for management to capitalize future campaign growth.

### "Black Sheep Coffee" Multimedia Campaign

Black Sheep Coffee | Fall 2023

Composed a business plan and coordinated a promotional video, working within time and budget constraints. Lead full lifecycle execution, from scene breakdown and production schedule to filming and editing.

### "Mask Makers" Film Documentary

Orchestrated the planning, production, and editing for film directors in Urbino, Italy.

## Notable Skills

- AI guru
- Adobe Creative Suite pro
- Collaborative team player
- Creative Storyteller
- Innovative graphic designer
- Fast-paced learner
- Proficient in –
  - Microsoft Excel
  - Microsoft PowerPoint
  - Wordpress
  - Capcut
  - Final Cut

## Education

### B.S. Media Arts & Design + Minors in Biology; Honors Interdisciplinary Studies

James Madison University, VA  
August 2019 - December 2023  
3.49 GPA

### International Studies

University of Urbino, Italy  
Summer 2022

## Additional Activities

### Certification in Hootsuite Platform Management

Hootsuite Online  
March 2023

### Certification in Social Media Marketing

Hootsuite Online  
February 2023

### Author, "The Secret of La Baciocca"

Urbino Now Magazine  
June 2022