



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

"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. Additionally creates visual concepts for digital projects, including branding, marketing materials, advertisements, and social media graphics and manages cross-platform social accounts.

Research Analyst

Executive Team Scratchpad- Advertising Agency (Harrisonburg, VA) | August 2022 - August 2023

Versed analyst with a passion for combining data analysis with insights to drive business success. Experienced in analyzing market trends, consumer behavior, and campaign performance to provide actionable recommendations.

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

- Empathetic storyteller
- Adobe Creative Suite guru
- Collaborative team player
- Photography enthusiast
- 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