

# Marybeth Soriano

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## Experience

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### Content Design Ambassador

February 2023 - Present

BRIDGEGOOD

Oakland, CA

- Design visually appealing blog graphics and illustrations, ensuring seamless user experience for readers optimized for web and mobile display using Adobe Illustrator, Photoshop, and InDesign
- Research and composed 2-4 blog posts a month on topics relating to design opportunities for early career creatives maintaining brand voice and tone, increasing engagement with new and retaining audiences
- Monitor and analyze content performance metrics, using insights from Google Ads and Google Analytics to provide key insights to inform content strategy and optimization

### Digital Marketing Captain

July 2022 - December 2022

COOP Careers

San Jose, CA

- Instructed lesson plans and workshops to cohort of 15 students, facilitating the development of skills in digital marketing. Provided individualized feedback and support to students to help improve their skills
- Cooperated with co-captains 2-3 times per week to prepare materials needed to ensure quality lectures for apprentices, ensuring high-quality lectures and engaging learning experiences
- Mentored a pod of 4 apprentices with digital marketing skills to support a small business to increase awareness

### Design Intern

September 2020 - March 2021

MBC Strategic

Santa Monica, CA

- Created 100+ social media graphics and charts for client websites using WordPress to optimize user experience
- Prepared and packaged final design files, white papers, and business cards for printing and web use using Adobe InDesign and Illustrator to finalize designs
- Collaborated with the marketing team to create ad copy and design for digital advertisements, which resulted in a 12% increase in site visits

### User Experience Design Apprentice

June 2020 - September 2020

BRIDGEGOOD

Oakland, CA

- Modified website's Donation feature through conducting 20+ hours of research and test trials, increasing donor engagement and streamlined donation process
- Developed 2 features for website by coordinating with product managers, designers, and engineers to create user interface solutions and understand user needs and business objectives
- Conducted usability tests with 6+ users to understand user behaviors and pain points on responsive devices, informing design decisions and resulting in improved communication and interactions for users

## Education

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University of California, Los Angeles - Bachelor of Arts, Sociology

Laney College, Oakland - Associate of Arts in Sociology and Arts & Sciences

COOP Careers, San Jose - Digital Marketing Apprenticeship

## Certifications

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UX Design BRIDGEGOOD, META Digital Marketing Associate, Apple Search Ads, Google Ads Creative, Google Ads Display

## Skills

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Adobe Creative Suite, Microsoft Office Suite, Google Workplace, Google Classroom, Customer Service, Facebook Ads, User Research, User Interface, Wireframing, Google Ads, WordPress, Empathy, Figma, HTML