



## Sonica Baptist

### CONCEPT, UX & DESIGN

[www.sonicabaptist.com](http://www.sonicabaptist.com)

+353 894336030

sonica.baptist@gmail.com

Dublin, Ireland

## Education

### Diploma in Art Direction

Miami Ad School, 2014 - 2016

### Bachelor of Mass Media

University of Mumbai, 2009 - 2011

## Skills

Critical thinking

Branding

Art direction

Advertising & Marketing

Visual Storytelling

Presenting

Multi-tasking

Project Management

Problem solving

Collaboration

## Softwares

Adobe Creative Suite  
(PS, AI, ID, AE, XD)

After Effects

FIGMA

Sketch

Keynote & Powerpoint

Microsoft Office

## Hello!

I'm a multi-disciplinary art director with 7+ years of experience working with global B2B & B2C brands on creative concept, design, strategy and user experience. During my career, I've had the opportunity to work with amazing clients and colleagues across Mumbai, New York, San Francisco, Hamburg, Berlin and Dublin. My colleagues would describe me as creative, cheerful and someone who gets things done!

## Experience

### Art Director | Accenture, Dublin

APRIL 2019 - present

- Developed inspiring branding concepts and campaign assets for Accenture and presented the ideas effectively to senior stakeholders.
- Created unique website experiences (wireframes, UI, prototyping) for Accenture's internal and external branding campaigns.
- Effectively collaborated with project managers, copywriters, designers, developers and motion graphic specialists across different regions to deliver successful projects
- Led training sessions with global teams to streamline and enable on-demand delivery and consistency of Accenture's paid media assets.

### Art Director | eightytwenty, Dublin

MARCH 2018 - APRIL 2019

- Creative Lead for brands such as Aldi, Siro Broadband, Trocaire, Bfree, Sullivan's Brewing Co., The Department of Transport, Tourism and Sport - driving the overall creative direction of their advertising campaigns
- Collaborated closely with account & planning team to develop brand strategy and create content plans for clients
- Managed a team of designers and animators to bring award-winning ideas to life
- Pitched concepts to new & existing clients
- Developed concepts across different online channels and social media platforms
- Partnering with external production companies by providing creative direction for film and photoshoots

#### AWARDS:

##### Bfree - Life is for Living - [click here](#)

Digital Marketing Awards 2019 Finalist: Best use of video

##### Project Honduras by Trocaire - [click here](#)

Best Game in Development | 6th Annual International Education Games Competition 2018 Finalist | Dóchas Innovation Award 2018

### Designer & Brand Strategist | Digital Strategy Consultants, Dublin

OCTOBER 2017 - FEBRUARY 2018

- Implemented complete brand makeover for Digital Strategy Consultants. This involved customer research, redesigning the website and other brand assets, UX changes.
- Launched and managed Adwords campaigns for brands under the Mercantile group.
- Identified customer personas for personalized online marketing - formulated online promotion strategies by identifying optimal channels for clients.
- Assisted senior strategists with creative visualization for strategy and reporting documents.

### Jr. Art Director | Ogilvy, Berlin

AUGUST 2016 - JULY 2017

- Ideated, pitched & executed Nescafé's 'Good Morning World' global campaign working alongside a team of account planners, creatives & production companies.
- The campaign involved the brand using Facebook live as a 24-hour stream with participants from more than 55 countries and generating more than 15 million impressions.
- Pitched and launched digital campaigns for Nestlé products such as Azera and Dolce Gusto. Managed business relationships with stakeholders from client's marketing team, production team, as well as fellow account planners & creatives.

## Awards

### CLIO Awards 2015

Silver in Digital Innovation

### Creativity International 2015

Silver

### District Addy 2015

Gold & Silver

### Graphis New Talent 2015

Gold & Silver

### ADC Young Guns 2015 Merit

### CLIO Sports 2016

Silver in Digital/Mobile

## Press

Advertising work featured in:

Huffington Post

AdAge

Asian Age

Branding Asia

Ads of the World

We Love Ad

MXM India

FutureRising

Just Marketing News Hasta-

LaCreative

Student Ad Finds

La Creatura Creativa Citizenpost

News Central

Adeevvee

Update Or Die

Adworld.ie

### Creative Strategist (Intern) | Facebook, Hamburg

NOVEMBER 2015 - JANUARY 2016

- Worked on content strategy and ideas for Facebook's enterprise-level advertisers such as Sky, Grey Goose & UNHCR.
- Led a 1-day workshop with Nestlé in Prague for one of their brands 'Buitoni Pizza' - inspiring the client and agency about the various advertising solutions offered by Facebook and how their brand could leverage them.
- Contributed in creating demographic and psychographic segmentation based on available data for the German, French & Italian Market.

### Art Director (Intern) | Ogilvy, New York

JULY 2015 - OCTOBER 2015

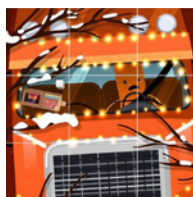
- Involved in strategic and creative brainstorming sessions for brands like CocaCola, Vitamin Water, iShare, American Express, Amnesty International, UPS, UN, Siemens, Jägermeister.
- Strategised, concepted and pitched ideas to Uber's marketing team proactively.
- Contributed in a 2 week hot house session and came up with various concepts and strategies for re-branding IBM.

### Graphic & UX Designer | Media.Net & Yahoo! Bing Network, Mumbai

OCTOBER 2012 - DECEMBER 2013

- Partnered with sales team to deliver key presentations to top publishers such as Forbes, Cosmopolitan & Elle.
- Managed UX projects to improve lead-generation through Media.net's website.
- Tested and developed new ad-formats to maximize the ad performance of Media.net publishers.

## Projects

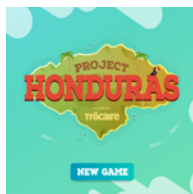


### Aldi - Mission Save Kevin

CONCEPT, DESIGN & SOCIAL INNOVATION

A gamified social experience on Instagram using Aldi's popular Christmas mascot 'Kevin the carrot'. Kevin, trapped on a cliff in a truck during Christmas (as shown in a TV commercial) and called out for help on social. The mission was to explore different connected Instagram profiles to find a way to save Kevin.

[Click here](#)



### Trocaire - Project Honduras

CONCEPT, DESIGN & UX

Project Honduras is a game developed for the client Trocaire to assist teachers of Irish primary pupils as they engage them around this complex topic of climate justice. Honduras, a country frequently hit by brutal natural crises due to current environmental changes, and the students mission is to help understand challenges and coordinate help.

[Click here](#)



### Watch for Nepal

CONCEPT, VIDEO, INNOVATION FOR GOOD

A viewer can now contribute to a charity by simply donating their time. By adding a 'Watch to Donate' button next to the 'Skip' button viewers are motivated to watch the Ad rather than skip it. Using YouTube's pay-per-view advertising model, companies would pay \$0.01 to charity of their choice and in return get their ads watched. Watch to Donate can become the quickest solution for any country or cause in need of immediate funds.

[Click here](#)