

CAPABILITY STATEMENT

Sophie Day



Brand Assistant

CONTACT DETAILS

0408 935 885

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9 Strickland Street
Clare South Australia 5453

QUALIFICATIONS

- Bachelor of Design Arts (Major Communication Design and Sub-Major Graphic and Digital Design)

Sophie is a passionate member of our marketing team at Pinion Advisory. She provides detailed marketing support throughout the business in order to successfully promote the brand. Her day to day role is always diverse and can involve website and document maintenance, creating new company materials, bringing ideas to life for colleges, writing articles for projects, assisting with events such as MeatUp and Red Meat Updates, creating social media plans for projects as well as managing the company social media. She worked closely with HydroPlan and assisted with communications through the 2022 merger. Sophie is eager to learn and dedicated to sharing the services and stories of Pinion Advisory to benefit our clients.

Areas of expertise

- Adobe Suite (Illustrator, InDesign, Photoshop)
- Social media (Facebook, Instagram, LinkedIn, Twitter)
- Communication and customer service
- WordPress (website updates and maintenance)
- Event Support

Professional experience

- Pinion Advisory, Tasmania and South Australia - Brand Assistant, 2021-present
- The Eighth Letter, Robe - Retail and Communications Coordinator, 2021
- Chemist Warehouse, Melbourne - Digital Designer, 2019-2021

CAPABILITY STATEMENT

PROJECT	ROLE	CLIENT	YEAR/S DELIVERED
MeatUp	Provide marketing support; social media and designing documents in the lead up to events. Assist with set up, media, registrations and time keeping ensuring the day runs smoothly.	Meat and Livestock Australia	2021, ongoing