

## **Sonya Barrett**

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[sonyabarrett.com](http://sonyabarrett.com)

### **EDUCATION**

#### **Bachelor of Arts in Mass Communications**

Oklahoma City University - May 2012

### **WORK EXPERIENCE**

#### **MidFirst Bank, Oklahoma City, OK**

##### **Marketing Traffic Coordinator**

January 2020 – June 2021

- Coordinated traffic of advertising and merchandising materials under the marketing project management team
- Tasks: creating and managing project schedules to meet deadlines, tracking project and purchase order approvals, communicating timelines and production details with vendors and internal teams, updating web content, copywriting and proofreading, ensuring brand standards and regulation requirements were upheld in all completed materials

#### **SONIC America's Drive-In, Oklahoma City, OK**

##### **Marketing Production Coordinator**

March 2017 – December 2019

- Coordinated with agency partners and brand marketing team to produce advertising content
- Tasks: communicating timelines and production details with agencies and internal teams, maintaining advertising budget and traffic schedule, attending commercial shoots to ensure brand standards were met, creating promotional videos for brand's hiring campaign, uploading content online

#### **Next Thought, Norman, OK**

##### **Video and Graphics Editor**

July 2015 – February 2017

- Produced motion graphics and videos for digital education platforms
- Tasks: motion graphic design, video shooting and editing, meeting tight deadlines, managing multiple project workflows, working with team and clients to produce educational video content

#### **OETA, Oklahoma City, OK**

##### **Photojournalist and Video Editor**

July 2014 – July 2015

- Produced news content for OETA's newscast, *Oklahoma News Report*
- Tasks: video shooting and editing, script writing, lighting and production set-up, interviewing story contributors, uploading content online

### **SPECIAL SKILLS**

#### **Software**

- Microsoft Office Suite
  - Excel
  - Word
  - PowerPoint
  - Outlook
- Adobe Creative Suite
  - Premiere
  - After Effects
  - Photoshop
  - Illustrator
- Avid Media Composer
- Final Cut Pro
- Apple and Windows computer operating systems

#### **Activities**

- Association of National Advertisers (2017 – 2021)
- Arbor Day Foundation (2017-2021)
- SONIC Women's Leadership Network (2017 – 2019)
- Society of Professional Journalists (2015)
- Future Media Concepts Adobe After Effects Certification (2014)

#### **Strengths**

- Detail-oriented
- Organized
- Imaginative
- Perceptive

#### **Interests**

- Video production
- Creative writing
- Gardening
- Singing
- Animal care