Sofia Abrogar

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visual-sof.online ----

Education

Bachelor of the Arts Degree in Journalism Magna Cum Laude University of the Philippines - Diliman

Humanities & Social Sciences Graduate with Honors

Miriam College High School

June 2013 - June 2017

Experience

Graphic Designer Freelance

Liaison

Philippines Art Events, Inc.

2022 - Present

Whether it's on a full branding project, an event promotion campaign, or the simplest revision work, I've collaborated with clients across various industries to bring their best visions to life, creating designs that will live and age with grace.

SELECT CLIENTS: Rustans The Beauty Source, Maya, Freedom Hospitality Group

Co-Founder & Creative Director			Dec 2022 - Present
SYOL Productions	SEE SVOL PPOD HERE	instagram.com/syglprod	

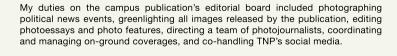
As the Manila-based independent event prod house's creative director, I conceptualize, direct, and execute diverse publicity campaigns tailored to each of our events. This includes creating unique promotional material that incorporates custom typography, photography, and video elements beyond just graphic designs. I also help develop thoughtful marketing strategies based on trends and audience behavior, building a community across the Philippine creative scenes.

Aug 2023 - Present	

I work as part of the main organizing team behind Art Fair Philippines and Art in the Park, two of the country's biggest annual contemporary art events.

My responsibilities include coordinating with local and international galleries, art collectives, and other participating organizations. I also organize talks, workshops, and programs - from which I continue to build a growing network of artists, art educators, and other cultural workers in and out of the Philippines.

SOFTWARE	Adobe Photoshop Adobe Illustrator Adobe InDesign Procreate		0 0	<u>newsinfo.inquirer.net/byline/sofia-abro</u> 3-5 news stories a day, pitchi ews and news updates via soc	ng
	Tiocleate	media, and photographing ne	ws events.		
SKILLS	Brand identity Event design Merchandise & packaging	Barista Odd Cafe			Aug 2022 - Feb 2023
	Design for print + etc	drinks, tea, cocktails and	pastries at the Salo	red and served specialty coff sedo-based vegan cafe. I al	so
INTERESTS	Music Books & Poetry	transitions; and completed ot		ooth opening, closing, and sh asks.	IIIT
	Anime & Manga Photography & Videography Specialty Coffee Home Cooking		represented the cafe at the 2022 Philippine Aeropress competition, going as the Top 9 of nearly 100 participants.		
	Ŭ	Photo Editor / Chief Photog Tinig ng Plaridel – College of		UP Diliman	Aug 2020 - July 2021



News, Photography, and Multimedia Staffer	2019-2020
Tinig ng Plaridel – College of Mass Communication, UP Diliman	2021-2022
I wrote articles on UP Community issues, one of which won an award for Best In-Depth News at the 5th National Campus Journalism Awards. I also provided live photo and video coverage of major university and national protests and press	
conferences.	

Public Relations Account Management Intern Agents International, Inc.

2021

I wrote press releases and copy for various corporate clients including Metrobank, DivinaLaw, and Goldilocks. I also worked with political clients, writing articles and columns, and creating brand identity elements and campaign material.

Designer- Artist -Fond of beautiful things

