



# SONALI SITARAM

Design, Marketing and Communications Professional

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Design • Branding • Digital Marketing • Print and Digital Media • Video Creation • Website Design • Event Management

## Professional Experience

### Ambu | Columbia, MD

UX/UI and SEM Specialist  
Graphic Designer

Feb 2018 - Present

**Ambu is a leading global medical device company**, with 3,500 people and \$525MM+ in revenue.

**UX/UI and SEM Specialist:** Responsible for the development, design, budget, and management of Ambu North America's social media and web advertising campaigns; adherence to corporate branding guidelines; and continuous optimization of the look, function, and overall user experience of product interfaces to drive sales. In addition, the role oversees for all of Ambu North America's paid search efforts (SEM) on LinkedIn and Google, as well as other search and display marketing engines.

**Graphic Designer Responsibilities:** The design of digital and print media, event collateral, brochures, data-sheets, print ads, and banner ads to support the Anesthesia, Visualization, GI, and EMS business lines. **National Sales Meeting responsibilities:** corporate graphics and videos, scheduling logistics, hospitality, and mobile app production supporting 300+ sales & marketing staff. **Additional Responsibilities:** product photography, video creation, content marketing.

### RAS Circuit | Baltimore, MD

National Director; Marketing Lead  
Chair: Design, Hospitality, Tech

2014 - 2020

**RAS is a non-profit board** that facilitates year-long events and fundraisers in 16 cities with over 1,200 participants. Held management roles of increasing responsibility over the course of 5 years. Wide range of responsibilities included: marketing; branding; logistics coordination; event management; hospitality; sponsorship management; technology management; and website design.

### Maxim Healthcare | Columbia, MD

Design Intern

Sept 2015 - April 2016

**Maxim provides medical staffing, and wellness services** to communities. Assisted the Learning and Development team. Responsible for designing and creating training materials for the annual conference, and new design mock-ups for the website.

### Kumon | Ellicott City, MD

Assistant Manager

2009 - 2012, 2016 - 2018

**Kumon is a Math and Reading enrichment program** to help children excel in school. Responsible for managing the front desk, preparing and distributing assignments, providing instruction in Math and English, assisting the director with interviews, hiring and training employees, and communicating with customers.

## Certifications

Google Search Certification

Salesforce Admin Certification

In progress

## Marketing & Advertising Platforms

LinkedIn Campaign Manager

Twitter Ads

Digital Display Advertising

Google Ads

Facebook Ads

## Education

### University of Maryland Baltimore County

B.A. Graphic Design; Print Media Minor

Aug 2012 - May 2017

### Applied Research Lab

Visual Communications

Aug 2010 - May 2011

## Software Skills

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Premiere

Adobe Dreamweaver

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

