



SOPHIE BOHANON
Marketing Director



CONTACT

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EDUCATION

Ball State University
Creative Writing Major

Minors include:

- Digital Medias
- Professional Writing & Emerging Medias

References available upon request.



PROFILE

I am a passionate and creative storyteller, who thrives in fast-paced environments and enjoys working as part of a motivated team.

With my degree, I find new and inventive ways to write the stories, both happy and somber. **With my power of words**, I want to reach those in the community and tell their stories. **With my experience in marketing**, I excel in transforming my written word and visual assets into an engaging multi-platform experience.



EXPERIENCE

Marketing Director

YMCA of Muncie

February 2021 - Present

Appointed Marketing Director - August 2022

- **Collaborated** with program directors to plan and develop marketing materials for upcoming programs, including regular check-ins and revisions to ensure alignment with branding goals
- **Contributed** to multiple high-profile marketing campaigns, including the YMCA's Annual Campaign, Capital Campaign, and the grand opening of a new facility — creating compelling visuals, event photography, and donor-focused materials to increase awareness and engagement
- **Led** the local launch of YMCA360, overseeing multi-channel promotion through social media, flyers, website updates, in-person events, and directed video production (this is an ongoing project)
- **Managed** and **grew** social media presence
- **Partnered** with the Development Team to enhance donor and sponsor engagement through targeted communications, visual story telling, and event marketing support
- **Photographed** key events and daily activities to maintain a dynamic visual portfolio for marketing use across social, web, and print platforms