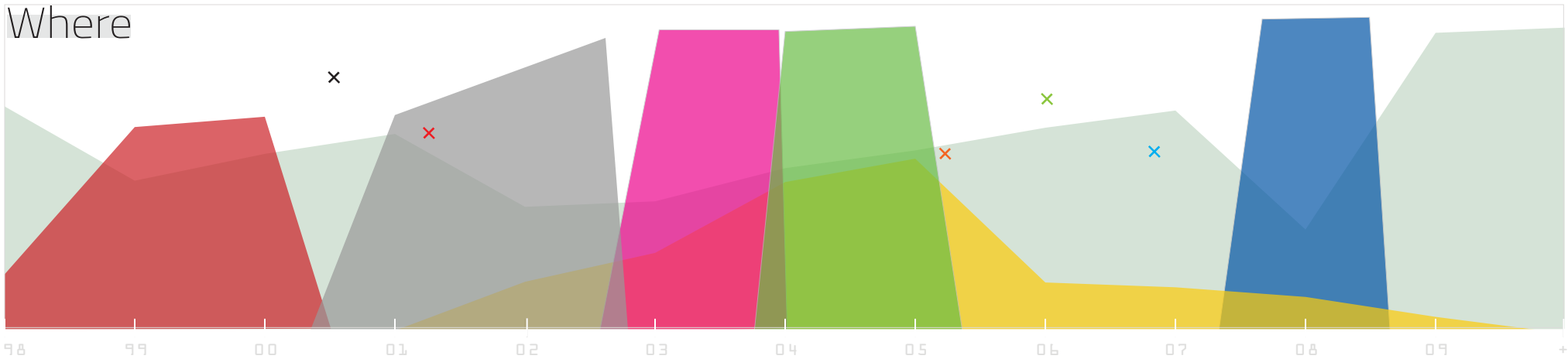


# SOREN STOEN

310.570.2734

soren[soul]designgroup.com

## Where



**s | d | g / santa monica, ca - boulder, co**  
 design work under my own company, **soul design group**, providing various design services to a wide range of clients graphic / web design / development / branding / marketing / art direction

**Association of Brewers / boulder, co**  
 provided press releases, marketing campaigns + media relations for the companies two magazines, worldwide events, a book publishing division + two member oriented organizations.  
 marketing coordinator

**Dairy Center for the Arts / boulder, co**  
 the Dairy is a multi-purpose art facility housing a gallery + multiple display areas including two theatres + one large capacity performance space. responsibilities included tenant/production management for the spaces, fielding artist inquiries, press releases + weekly ad formatting for events.  
 marketing coordinator / house manager

**Westwoods of Boulder / boulder, co**  
 a high end kitchen cabinet + architectural interiors manufacturer WWOB brought me on to create + implement print, online, branding + marketing collateral.  
 marketing director

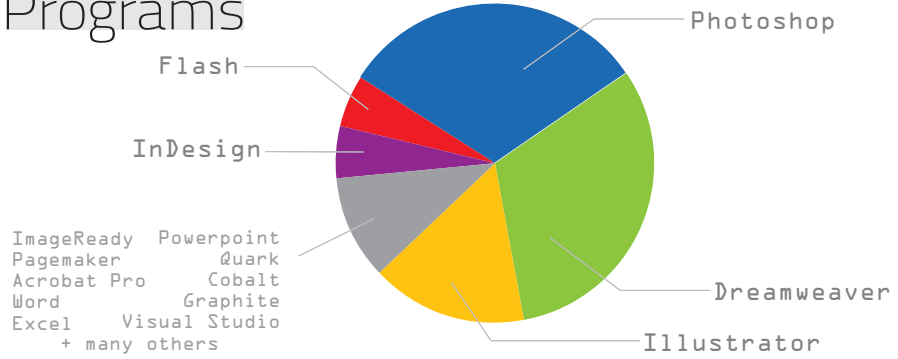
**London College of Fashion / london, uk**  
 Foundation Studies in Art + Design

**Central St Martins College of Art + Design / london, uk**  
 BA [honors] Fashion Design with Marketing

**Maverick Internet Ventures / pacific palisades, ca**  
 full-time design services for this internet company whose properties range from a core group of profit making sites, dozens of secondary sites + hundreds of SEO splash pages+ blogs. creating banners + headers to easy to use templates + full database driven, custom software run sites with infinite testing + data analysis possibilities.  
 graphic design / web design / web development

- x Arsenal Magazine / founding partner boulder, co
- x Rags to Riches / sales associate boulder, co
- x Diesel / sales associate cherry creek north, denver, co
- x Composition Design / sales associate lodo, denver, co
- x American Apparel / sales assc - asst mgr boulder, co

## Programs



## Skills

Google Analytics PHP  
 MySQL xHTML CSS  
 Wordpress AS AdSense  
 JS AdWords jquery  
 XML Google Optimizer  
 W3C Standards

basic German + light Spanish language skills  
 11 yrs as competitive mt biker. still cannot wheelie  
 worked on production of both Graduate Fashion Week + London Fashion Week shows  
 loves: potato chips / first day of winter / a freshly cleaned + oiled mt bike / the sound of a Porsche / falling asleep on the couch to punk music or F1 / logos / legos / notebooks / nachos

soul design group . com  
 sorenstoen . com