

Sonya Vysocka

I build brands on social media,
from positioning and visual identity
to content production.

Background in design and marketing. Organic audience growth for
local studios, without paid advertising.

+106 %

followers in 18 months
IvanTattoo

0 → 300

followers in 4 months
Lab of Beauty

6

brands and studios
Slovakia & Czech Republic

what I bring

Strategy

Brand positioning
Communication strategy
Performance analysis

Creative

Concept development
Campaign thinking
Visual direction

Design

Visual identity
Graphic design
Digital communication

how I work

01

Understand

Brand, audience and business goal.

02

Position

The message and the visual direction.

03

Create

Concepts, content system, production.

04

Publish

Consistent execution and structure.

05

Measure

Analyse performance, adjust the creative.

selected work

	CLIENT	MY ROLE	TYPE	TIME
01	IvanTattoo	Brand Strategist	Tattoo studio, Košice	18 months
02	Lab of Beauty	Visual Strategist	Beauty studio, Košice	4 months
03	Facederma	Market Manager, Czech market	Slovak cosmetics brand	6 months
04	SocialBeing	Social Media Strategist	Event agency, Bratislava	ongoing
05	(indie)visual	Visual Content Curator	Production studio, Bratislava	ongoing
06	Vodoarm	Interior Designer	Bathroom studio, Košice	6 months

from sporadic posting to a content system

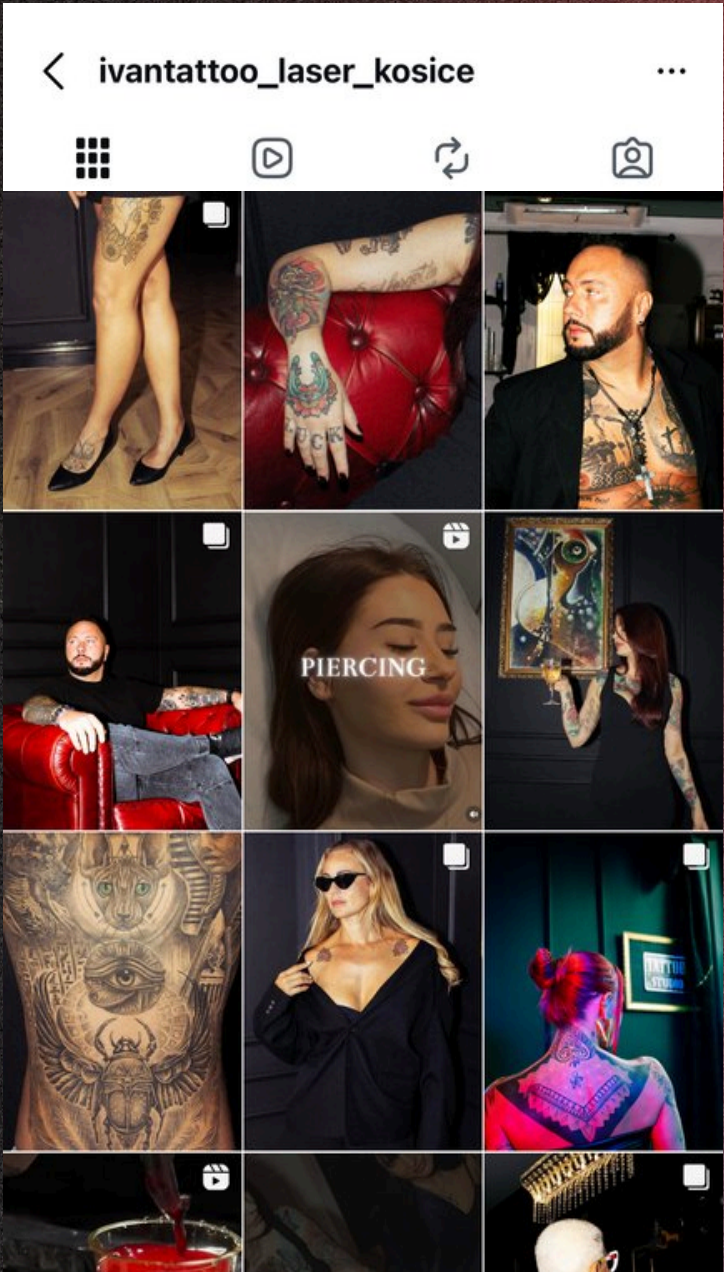
I built a visual and content strategy around local audience growth and long-term consistency.

Led content planning, model casting, styling direction and production supervision.

Brand Strategist

18 months

ivantattoo.com [@ivantattoo_laser_kosice](https://www.instagram.com/ivantattoo_laser_kosice)



+106 %

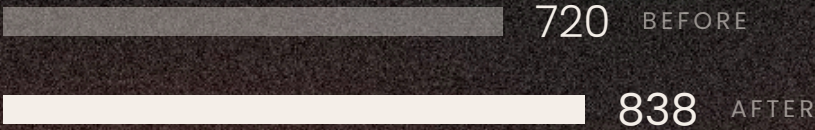
audience growth in 18 months

- organic growth
- no paid advertising

FOLLOWERS



POSTS



3 PRODUCTIONS

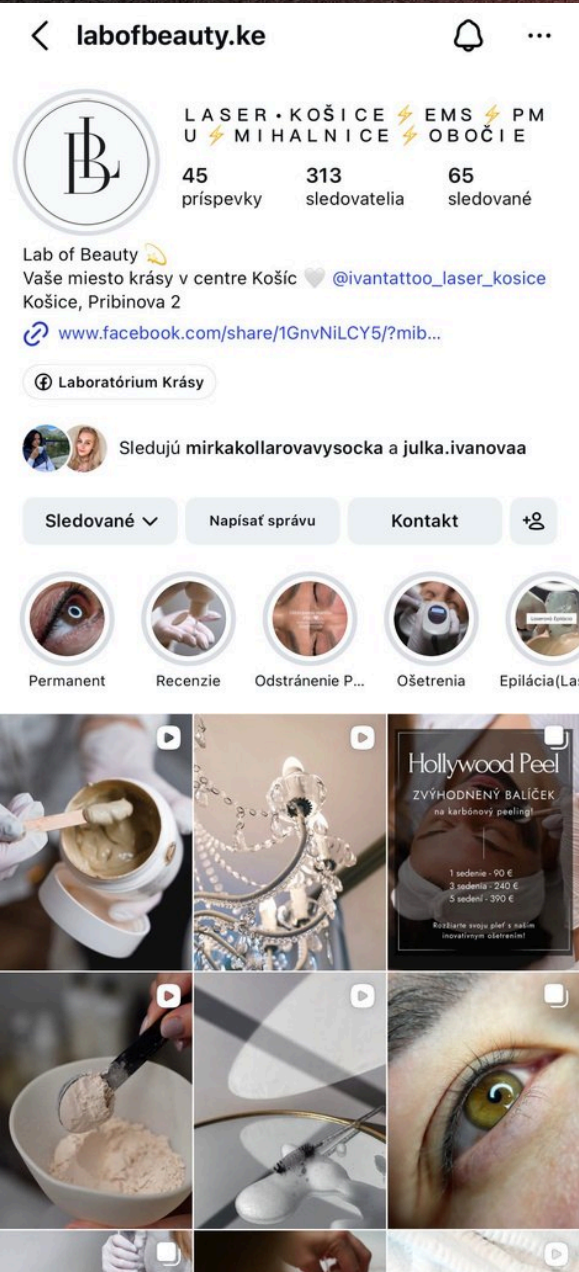
- model casting
- styling direction
- content planning
- supervision

an Instagram built from zero

I developed the visual identity, content strategy and publishing structure, and produced the photoshoots.

Visual Strategist 2025

@labofbeauty.ke



0 → 300

followers in 4 months

+80 %

booking increase in 4 months

WHAT DROVE IT

Influencer collaborations

Content focused on reels

Video editing in-house

Organic growth, no paid advertising

a Slovak brand enters the Czech market

I managed the brand's marketing communication for the Czech market.

Positioning

Campaign concepts

PPC creative direction

UGC creator management

Advertising performance analysis

Market Manager

6 months

facederma.cz

[@facederma_cz](https://www.instagram.com/facederma_cz)



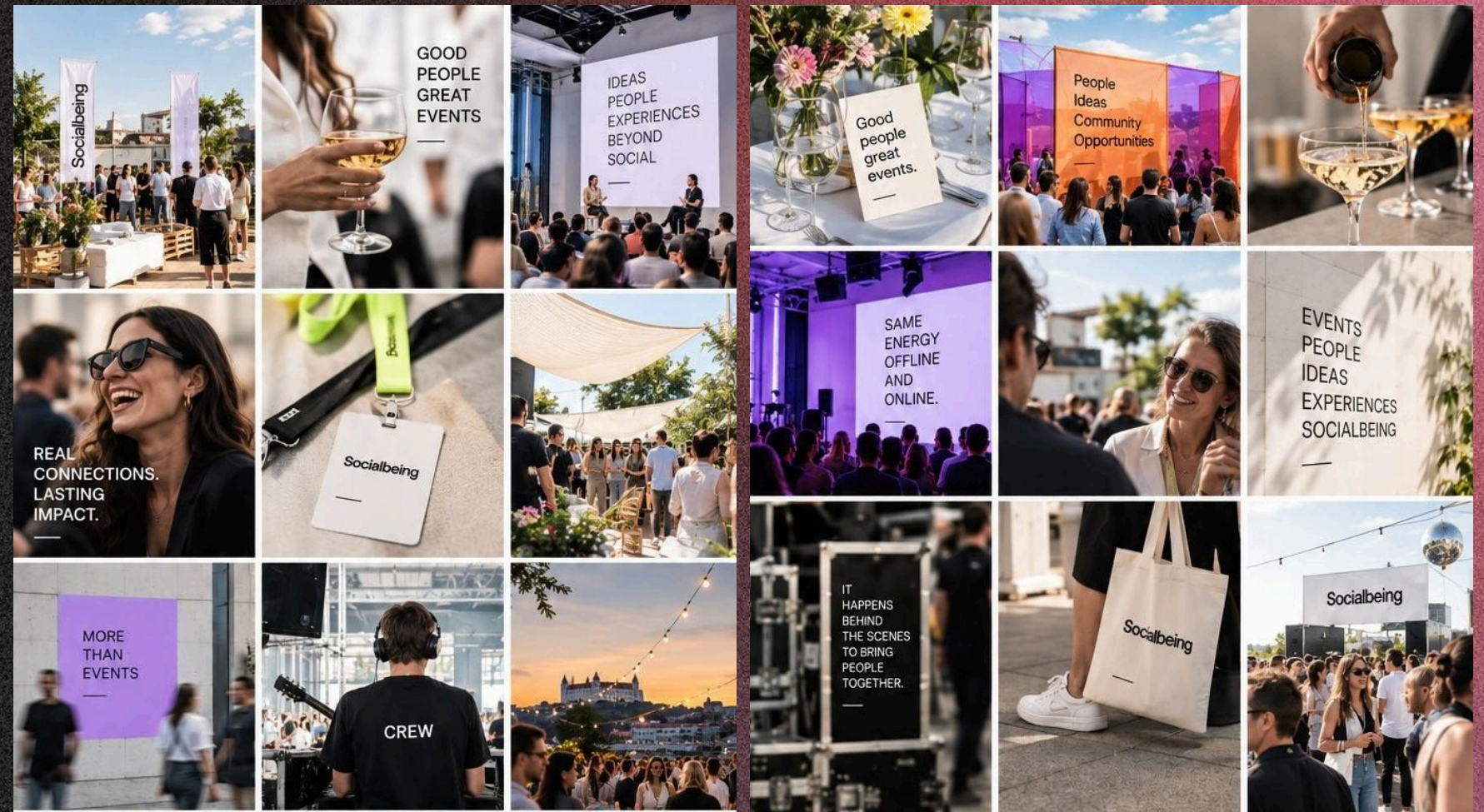
a visual identity for an event agency

I am developing the agency's visual identity and Instagram communication system.

Content direction and profile management.

Social Media Strategist

ongoing



VISUAL SYSTEM · CONCEPT

socialbeing.sk

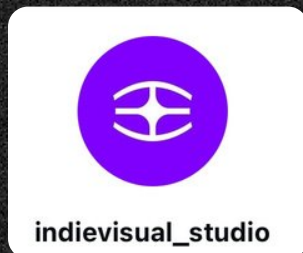
@socialbeing.agency

one visual language, shown consistently

I curate completed projects into a consistent digital format: selection, editing, case studies and publishing.

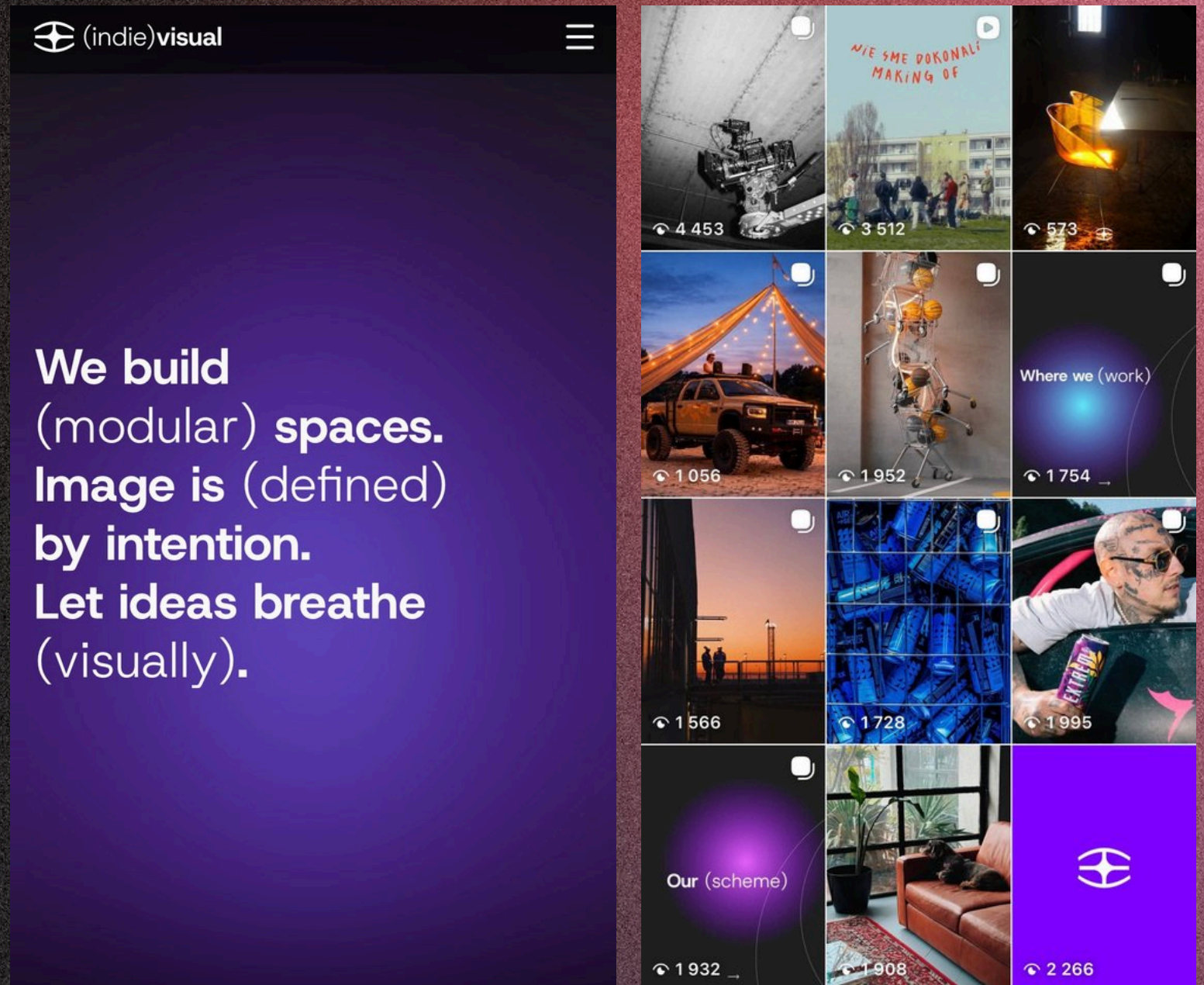
Visual Content Curator

ongoing



indievisual.sk

[@indievisual_studio](https://www.instagram.com/indievisual_studio)



skills & background

SOFTWARE

Photoshop
Illustrator
InDesign
Premiere Pro
Lightroom

Figma
Keynote
Notion

EDUCATION

Technical University of Košice

Bc. art., Design, Innovation Atelier
Product Design · Marketing
2021 – 2026

Secondary School of Business

Bilingual programme
Accounting & Marketing
2016 – 2020

LANGUAGES

Slovak · native
English · C1
French · B1
Russian · A2

let's work together

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OPEN TO FULL-TIME
AND FREELANCE OPPORTUNITIES