

# SOPHIE SMITH

Freelancer

## DETAILS

### ADDRESS

1515 Pacific Ave  
Los Angeles, CA 90291  
United States

### PHONE

3056478349

### EMAIL

info@woodymedia.nl

### PLACE OF BIRTH

San Antonio

### DRIVING LICENSE

Full

## LINKS

[Resume.io](#)

[Resume Viking](#)

## SKILLS

Content Curation

Digital Marketing

Social Media

Business Administration

Client Management

## PROFILE

ASJA Journalist and Writer with 6+ years of experience, seeking to write high-ranking, high-traffic articles for Comcast. Current clients include Costco, Adobe, and Lowes. Regular contributor to Boys' Life and Scouting magazines. Have written 2000+ published, high-ranking, high-traffic articles since 2013. Built traffic for a money blog to 850,000 in 24 months and career blog to 3.6M.

## EMPLOYMENT HISTORY

### Freelancer, Pepsi

Omidiyeh

Jan 2020 — Jan 2021

Responsible for developing relevant and engaging content based on new destinations as assigned and pitched by three advertising departments one marketing department

- Provided media such as original photography and sourced images to accompany copies.
- Worked with the Editor to generate ideas for new content topics.
- Met regular submission deadlines and work on multiple projects simultaneously
- Developed an accurate knowledge of Cleveland's bars, food, nightlife, and event scene.

### Freelancer, Coca-Cola

Hollywood

May 2017 — Dec 2019

Partnered with local factories and overseas office PD/TD counterparts to resolve any current or potential issues relating to fit or construction.

- Attended design meetings to review all OS garments and provide technical comments to streamline development.
- Attended all first prototype fittings and sent clear, detailed comments to the factory for improved specs and construction.
- Participated in the initial design / TP handoff to the factory for the development of prototypes and samples.
- Ensured grade sheets were correct for style at bulk.
- Prepared garments for fitting. Measured all samples and reviewed construction details for discrepancies.

## LANGUAGES

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English

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German

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## EDUCATION

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**Bachelor of Business Administration,,  
University of West Texas**

Austin

Jan 2021 — Jan 2021

**Bachelor of Arts in Marketing, Harvard**

Reston

Jan 2019 — Dec 2019

**Professional Certified Marketer, Digital  
Marketing Association**

Calbayog City

Jan 2021 — Jan 2021

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## ACHIEVEMENTS

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- Served as a key writer in a team of 4 that grew traffic from 1.5M to 4M per month.
- Wrote hundreds of career articles with Google rank of #1 to #4.
- Commended eight times by management for excellent content writing and SEO.
- Commended by Editor on my excellent professionalism.
- Landed 350+ backlinks from external sites with high domain authority.
- Receive 15+ user emails per week thanking me for my helpful articles.