



# Sophie Smith

Freelancer

Los Angeles, United States info@woodymedia.nl

## Details

1515 Pacific Ave  
Los Angeles, CA 90291  
United States

3056478349

Place of birth

San Antonio

Driving license

Full

## Links

Resume.io

Resume Viking

## Skills

Content Curation



Digital Marketing



Social Media



Business

Administration



Client Management



## Languages

English



German



## 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

Jan 2020 — Jan 2021

### Freelancer at Pepsi

Omīdiyeh

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.

May 2017 — Dec 2019

### Freelancer at Coca-Cola

Hollywood

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.

## Education

Jan 2021 — Jan 2021

### University of West Texas

Austin

Bachelor of Business Administration,

Jan 2019 — Dec 2019

Reston

## Harvard

Bachelor of Arts in Marketing

Jan 2021 — Jan 2021

Calbayog City

## Digital Marketing Association

Professional Certified Marketer

## Achievements

- 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.