



# SOPHIE SMITH

FREELANCER 📍 LOS ANGELES, CA 90291, UNITED STATES 📞 3056478349

## ◦ DETAILS ◦

1515 Pacific Ave  
Los Angeles, CA 90291  
United States  
3056478349  
[info@woodymedia.nl](mailto: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

## ◦ 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

### Freelancer at Pepsi, Omīdiyeh

January 2020 — January 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 at Coca-Cola, Hollywood

May 2017 — December 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.

## 🎓 EDUCATION

### Bachelor of Business Administration,, University of West Texas, Austin

January 2021 — January 2021

### Bachelor of Arts in Marketing, Harvard, Reston

January 2019 — December 2019

### Professional Certified Marketer, Digital Marketing Association, Calbayog City

January 2021 — January 2021

## ★ 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.

