

Sophia Lyons

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SKILLS

- Social media content strategy, creation, and copywriting
- CRM onboarding, newsletter, and list nurturing
- AI/ChatGPT prompts and editing
- Fully proficient in Adobe Creative Cloud and Canva
- SEO-informed web and ad copy, blog composition and editing
- Audience-informed content based on keyword and demographic research
- Experience with a wide range of content schedulers, project management softwares, e-commerce sites and third party apps.

PROJECTS

Worthy: A Radical Self-Love Journal

Created, pitched, developed, and marketed brand's first focused journal that features wellness professionals, self-love coaches, and psychology-backed techniques.

Social Media Marketing Strategy

Analyzed, researched, and composed social media marketing strategy fine-tuned to each platform's algorithm and demographic data.

Website Redesign

Piloted initiative to change product listing procedure, contracted and collaborated with an external copywriter and implemented resulting copy, redesigned and produced copy for majority of main webpages.

EXPERIENCE

Content & Communications Manager

JMB Living | 2020-2023

- Produced copywriting and copyediting for META ads, newsletters, organic marketing, social media, blogs, products, and website copy
- Drafted and executed CRM strategy resulting in a consistent open rate above 50% and a click rate upwards of 1%
- Researched and implemented SEO best practices for all brand communication and content such as blogs, web pages, product descriptions, and website meta data
- Crafted marketing framework for all social media platforms and CRM
- Curated, composed, and edited content for published journal each quarter in collaboration with founder and contributing contractors
- Developed brand identity and composed brand style guide to increase social proof, finalize brand voice, and differentiate from competitors
- Researched and implemented buyer psychology, positioning and market trends for marketing materials and strategy
- Strategized and made executive decisions in collaboration with founder/owner regarding product creation, marketing strategy, operating procedure, and philanthropic initiatives
- Introduced and enforced diversity and inclusion practices
- Hired, trained, mentored, and oversaw social media intern
- Utilized Google Apps and Adobe Suite for document management and graphic design/marketing materials
- Learned e-commerce software and became proficient in web design
- Composed and marketed lead magnets for increased brand awareness and list growth
- Implemented use of ChatGPT prompts and edited generated content
- Finalized copy and creatives from external contractors to ensure consistency with brand tone, voice, and content strategy

Marketing Services Contractor Lyons Lexiconcontracting | 2018-Present

- Designed internal documents and external marketing campaign asset creation for a multi-million dollar essential oils company
- Produced copywriting and edited newsletters
- Created and executed social media strategy & designed website and marketing materials

EDUCATION

B.A. English, Concentration in Rhetoric and Writing; GPA 3.89
Minor in Strategic Communications
Ball State University, 2020