

Sophia Worthington

PR Specialist

Senior PR specialist with 9+ years of experience in marketing and corporate public relations. Pitched press releases to the most prominent industry magazines to secure over 20 leads a month in top media outlets. Managed multiple PR and marketing annual budgets from £5,000 to £300,000. Helped increase clients' annual sales by up to 40%.



Personal Info

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WWW

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LinkedIn

linkedin.com/in/sophia-j-worthington

Twitter

twitter.com/sophieworthington22



Skills

Press releases	●●●●●● Excellent
Media relations	●●●●●○ Advanced
Crisis management	●●●●●○ Advanced
Facebook marketing	●●●●○○ Intermediate
Creative writing	●●●●●● Excellent



Languages

Spanish	●●●●●● Bilingual
Chinese	●●●●○○ Intermediate



Experience

2013-03 -
present

Senior PR Specialist

Berkadia, London

- Developed and implemented policies and procedures for overall public relations effort in cooperation with sales and customer service teams.
- Supervised the external communications team in securing leads in top media outlets in the UK and in international media.
- Supervised the preparation and distribution of materials such as news releases, fact sheets, and scripts to media outlets.
- Reviewed all forms of communication prior release.

Key achievement: 100% efficiency in meeting the external communications department's projects' milestones and goals.

2009-06 -
2013-03

PR Specialist

Adidas Originals, Southampton

- Created and maintained lists of media contacts.
- Researched opportunities across online media channels.
- Produced product pitches and press kits.
- Responded to media inquiries and supported event organization

Key achievement: Lead a project team in designing and implementing a comprehensive social media relations strategy for a new line of lifestyle products - grew Facebook fan base from 0 to 12,000 in 4 months, gained 35,000 Instagram followers in 3 months.

2008-08 -
2009-06

Junior Communications Specialist

SAP, London

- During industry events, distributed notes, press credentials, set up press boxes, recorded and transcribed press conferences.
- Helped keep PR storage areas organized and the resources easily accessible, assisted in office administration activities.
- Assisted with producing press releases, organizing press conferences, publicity events, and off-day media availabilities.
- Performed minor translating tasks, including translating press releases into Spanish and assisting live translations into Spanish.



Education

2007-09 -
2008-07

MA in Social Communications, specialization in PR and Media Marketing

King's College, London

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Table of Contents How To Write A Cv Yahoo Answers

1. Understanding the eBook How To Write A Cv Yahoo Answers
 - The Rise of Digital Reading How To Write A Cv Yahoo Answers
 - Advantages of eBooks Over Traditional Books
2. Identifying How To Write A Cv Yahoo Answers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an How To Write A Cv Yahoo Answers
 - User-Friendly Interface
4. Exploring eBook Recommendations from How To Write A Cv Yahoo Answers
 - Personalized Recommendations
 - How To Write A Cv Yahoo Answers User Reviews and Ratings
 - How To Write A Cv Yahoo Answers and Bestseller Lists
5. Accessing How To Write A Cv Yahoo Answers Free and Paid eBooks

- How To Write A Cv Yahoo Answers Public Domain eBooks
- How To Write A Cv Yahoo Answers eBook Subscription Services
- How To Write A Cv Yahoo Answers Budget-Friendly Options
- 6. Navigating How To Write A Cv Yahoo Answers eBook Formats
 - ePub, PDF, MOBI, and More
 - How To Write A Cv Yahoo Answers Compatibility with Devices
 - How To Write A Cv Yahoo Answers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of How To Write A Cv Yahoo Answers
 - Highlighting and Note-Taking How To Write A Cv Yahoo Answers
 - Interactive Elements How To Write A Cv Yahoo Answers
- 8. Staying Engaged with How To Write A Cv Yahoo Answers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers How To Write A Cv Yahoo Answers
- 9. Balancing eBooks and Physical Books How To Write A Cv Yahoo Answers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection How To Write A Cv Yahoo Answers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine How To Write A Cv Yahoo Answers
 - Setting Reading Goals How To Write A Cv Yahoo Answers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of How To Write A Cv Yahoo Answers
 - Fact-Checking eBook Content of How To Write A Cv Yahoo Answers
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development

- Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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