

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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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 accesible, 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

How To Write A Cv Yahoo Answers

Michael Rajnik



How To Write A Cv Yahoo Answers:

Reviewing **How To Write A Cv Yahoo Answers**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**How To Write A Cv Yahoo Answers**," an enthralling opus penned by a highly acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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FAQs About How To Write A Cv Yahoo Answers Books

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