

# sophie wood

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iamsophiewood.com

senior strategist

## Experience

- 2022 – Present** **Fohr**  
*Senior Creative Strategist | NYC*  
+ Promoted to Senior Creative Strategist  
+ Accounts: Nasdaq, Athleta, Prose, Marriott, Estee Lauder
- 2021 – 2022** **Creative Strategist | NYC**  
+ Responsible for ideating influencer marketing campaign and ambassador program strategies for new and existing clients  
+ Worked directly with clients to understand their marketing needs and subsequently pitch a corresponding strategy  
+ Researched and predicted industry trends, turning them into innovative and new marketing tactics
- 2020 – 2021** **Account Executive | NYC**  
+ Account: Sephora North America, #SephoraSquad  
+ Worked directly with clients and content creators to oversee campaigns from start to completion.  
+ Responsible for meeting project goals, project managing multiple campaigns at a time, and executing against the strategy within the agreed upon time, scope, budget, and resources.  
+ Drove the execution of each campaign strategy and SOW, inclusive of maintaining the budget and effectively communicating with finance, sales and strategy.

- 2020** **Obviously**  
*Senior Client Success Associate | NYC*  
+ Promoted to Senior Client Success Associate
- 2019 – 2020** **Client Success Associate | NYC**  
+ Accounts: Ulta Beauty, Google, Equinox, TinderU, Fujifilm, Birdies, Brooklinen, Hasbro  
+ Identified and onboarded influencers that align with the respective brand's messaging, tone, and strategy. Post-onboarding, completely handled campaign execution from end-to-end. Managed 20+ campaigns at a time (including all influencer communications with 1,000+ influencers while leading client comms, as well as staying on top of posting windows and deliverables per influencer).  
+ Measured and analyzed influencer campaigns based on EMV, engagement rate, comment sentiment analysis, and link clicks. Transformed that data into comprehensive learnings and opportunities for future campaigns.

- 2019** **NMA Public Relations**  
*Freelance Social Media Strategist | Los Angeles*  
+ Client: Kerri Medders  
+ Planned, managed, and executed social media schedule and publishing for Instagram, Twitter, and Facebook.  
+ Analyzed and measured social media data to optimize engagement and impressions.  
+ Attended shoots to create new content for social media.  
+ Curated playlists for Kerri Medders' artist Spotify, approved by PR agent Nicole Miller.  
+ Closely collaborated and reported to PR agent Nicole Miller, to ensure all key messaging aligned with Kerri Medders' mission, direction, and artist goals.

leading and constantly learning influencer marketing and social strategy, with my finger on the pulse of all things social and trending.

## Education

University of Oregon, School of Journalism & Communication  
*Bachelor of Arts in Advertising*  
Dean + President's Honor Roll, Executive Chapter Council for Kappa Kappa Gamma, Summit Scholarship + NYC Trip Scholarship Recipient

## Outside of Work



## Skills + Passions



## Press

Published in *The Cut*, *New York Magazine*, *Who What Wear*, *New York Times*, *Insider*, and *Elite Daily* for work as a fashion, beauty, and lifestyle influencer. Noted in *New York Magazine's The Strategist* as someone that teens think is cool.