

# Sophia Gabrielson

[sophiag.gabrielson@gmail.com](mailto:sophiag.gabrielson@gmail.com) ♦ 6044 La Prada st. Los Angeles, CA 90042 ♦ 405-315-0717

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## Qualifications

- ♦ Writing/Editing - 7+ years experience producing news releases, press releases, articles, product copy, and a range of curated content. Adept at editing, appropriate use of grammar, and AP Style.
- ♦ Social Media - Instagram, Canva, Tik Tok, X (Twitter), Facebook, Youtube, and more.
- ♦ Research/Fact Checking - Proficient at collecting and analyzing data in order to develop a rounded understanding of a particular subject or topic.
- ♦ Application Software - Google Suite, Microsoft Office Suite, Adobe Creative Suite, Mac, Windows, Zoom and Wordpress
- ♦ Time Management - Well organized with exceptional communication and ability to work under high stress environments to meet deadlines.

## Experience

- 06/2022-present **Communications Coordinator** *Eddie Borgo* Los Angeles, CA
- Oversee PR, social media, and marketing departments, as well as all client/customer communication
  - Create and implement marketing campaigns, compile investor packages, establish client relationships
  - Write product copy, newsletters, press releases and eCommerce content utilizing SEO strategy
- 08/2020-06/2022 **Copywriter** *Marijuana Packaging* Vernon, CA
- Created clear and concise copy for product descriptions, blogs, ads, social media, and email blasts
  - Strategized PR campaigns, wrote press releases, and implemented best practices for daily operation
  - Conducted extensive research, compiled data, and implemented SEO best practices
- 08/2018-07/2020 **News Editor** *OutFront Magazine* Denver, CO
- Worked under tight deadlines to research and write daily articles for virtual and print publication
  - Covered conferences, fundraisers, town halls and community organized events
  - Developed story ideas, conducted interviews, edited submissions, and organized the magazine's layout
- 06/2018-08/2018 **Project Leader** *Reach Out Volunteers* Cambodia/Thailand
- Oversaw a group of 15+ volunteers while completing a range of projects and volunteer efforts.
  - Coordinated housing, food, and budgets; ran social media; communicated all point of contact during travels
- 05/2017-06/2018 **Music Editor** *SharedViews Media Group* Denver, CO
- Oversaw our team of editors; assigned stories, delegated tasks, and edited submissions
  - Conducted interviews, covered live shows and events, took photographs, wrote press releases and articles.

## Education

- ♦ Class of 2020 Bachelor of Journalism Communications *Metropolitan State University*
- ♦ 10/2017 TEFL Certificate *International TEFL Academy*