

Sophia Worthington

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Address: 56 Uxbridge Road, W5 5BW, London

Academic Details

09/2007 – 07/2008 - **MA in Social Communications**
• Specialisation in PR and Media Marketing
• King's College, London

Languages

- Spanish (bilingual)
- Chinese (intermediate)

Work Experience

Date of Joining: 2013-03 to now
Post: Senior PR Specialist

Organization: Berkadia, London

The scope of work: 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 publicity in top media in the UK and in international media. Supervised the preparation and distribution of materials such as news releases, fact sheets, and scripts.

Date of Joining: 2009-06 to 2013-03
Post: PR Specialist

Organization: Adidas Originals, Southampton

The scope of work: 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.

Date of Joining: 2008-08 to 2009-06
Post: Junior Communications Specialist

Organization: SAP, London

The scope of work: During industry events, distributed notes, press credentials, set up press boxes, recorded and transcribed press conferences. Helped keep PR storage areas organised and the resources easily accessible. Assisted with producing press releases, organising 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.

Hard and Soft Skills

- Press releases
- Media relations
- Crisis management
- Facebook marketing
- Creative writing



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 mentions 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%.

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 publicity 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 organisation
- 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 organised and the resources easily accessible, assisted in office administration activities.
- Assisted with producing press releases, organising 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, specialisation in PR and Media Marketing
King's College, London

Personal Info

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Skills

Press releases

●●●●●
Excellent

Media relations

●●●●●
Advanced

Crisis management

●●●●●
Advanced

Facebook marketing

●●●●●
Intermediate

Creative writing

●●●●●
Excellent

Languages

Spanish

●●●●●

Chinese

