

SOPHIA GRANDE

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RELEVANT WORK

MEDIA MANAGER @ [Daniel George Custom Suits](#) | Chicago, IL | July 2024 – Present

- Elevated organic reach by optimizing **social media** and **website keywords**, while tripling the weekly social media posting schedule across **Instagram, Facebook, LinkedIn, Pinterest, and Reddit**.
- Coordinated monthly assets for multiple magazines (**print ads, newsletters, sponsored posts, banner ads, and advertorials**) to ensure consistent brand messaging and visibility.
- Increased **total website traffic** to **48K+** users since July through strategic paid and organic marketing efforts, significantly expanding brand reach.
- Implemented **UTM tracking** to analyze traffic from both organic and paid campaigns, then proposed data-driven strategic solutions that improved ROI and bolstered overall brand reputation.
- Optimized **SEO strategy**, leading to **8.2K organic search** visitors with the highest **engagement time (1m 40s)** and conversion rates, reinforcing brand credibility.
- Implemented data-driven **paid search campaigns** that attracted **6.5K+ targeted users**, improving site engagement and generating **23 high-value conversions**.
- Grew total **Pinterest** audience by **74% (830K+)** and engaged audience by **8.6% (9.75K+)**, strengthening brand engagement and organic reach.

VIDEO ANIMATOR @ [Savant Wealth Management](#) | Rockford, IL | May 2023 – Dec 2024

- Pioneered the firm's first-ever **Animation Specialist** role, introducing animated multimedia solutions that significantly enhanced advisor engagement and client education.
- Designed and **produced 14 engaging, animated introductory training videos** for a team of **220 Financial Advisors, Planners, Tax and Estate Planning** subject matter experts.
- Focused on sophisticated insurance applications and strategies to mitigate client risk while addressing potential bias toward insurance solutions.
- Delivered concise, impactful content within nine months of launch, that generated **324 referrals, leading to 258 client meetings**.

WEB DEVELOPER @ [Sophia Grande Media](#) | Freelance | May 2023 – Present

- Designed and developed custom websites for local artists on platforms such as Shopify, WordPress, GoDaddy, and Wix, ensuring each portfolio effectively showcases the artist's unique style and brand.
- Performed copywriting to articulate the artists' vision, enhance SEO, and **drive user engagement**, resulting in higher conversion and client satisfaction rates.

INFORMATION GRAPHICS JOURNALIST @ [The Columbia Missourian](#) | Columbia, MO | August 2022 – December 2022

- Designed data-driven infographics to visually support local news stories, ensuring clarity and consistency in **print and digital publications**.
- Researched community challenges and metro business trends, translating complex data into **accessible visual reports**.
- Created the first metro business longevity record, compiling **500+ data points** to provide key economic insights.

SKILLS

- Adobe Creative Suite (10 years/Premiere Pro), Canva Pro, Doodly, Marq, CapCut, Powtoon
- VR Instacam360, GoPro Hero 8, Digital Photography, Osmo Gimbal
- SAS & R Computing, Datawrapper, Tableau, Microsoft Office Suite
- Hootsuite, WordPress, GoDaddy, Wix, Squarespace, minor HTML/CSS, Shopify
- Meta Business Suite, Pinterest Ads Manager, Reddit Pro, MailChimp, Google Analytics, Google Ads manager

EDUCATION

Bachelor of Arts in Journalism | Strategic Communications Emphasis | University of Missouri-Columbia.....2018-2022
Bachelor of Arts in Sociology | University of Missouri-Columbia.....2018-2022
Minor in Statistics | University of Missouri-Columbia.....2018-2022