

Sophie McLeod

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Equal parts strategic and creative, I aim to create distinctive content while being mindful of the organization's sensibilities.

EDUCATION

University of Georgia '23

Bachelor of Arts **Major:** Journalism

RELEVANT COURSEWORK

Journalism Writing, Photojournalism, Law of Mass Communication, Journalism Ethics & Diversity, Information Gathering, New Media Production, Documentary Photojournalism, Multiplatform Story Production, Advanced Photojournalism

WORK EXPERIENCE

Lake Oconee Life – Photographer, Copywriter, Project Manager

Premier marketing firm for the Lake Oconee community
January 2023 - Present

Developed social media posting strategies to drive engagement and promote traffic for multiple local businesses
Photographed and created video content for local events and businesses
Created unique photo campaigns to promote new businesses

The Oglethorpe Echo – Arts and Entertainment Reporter

Local newspaper serving Oglethorpe County through news stories and solution-based journalism
January 2023 - Present

Wrote stories covering the Oglethorpe County art and music scene
Photographed and filmed events for news stories
Created social media posts to boost traffic for the organization

INTERNSHIPS

Modern Luxury — Copywriter

Nation's largest luxury media company publishing monthly print magazines and daily blog content
May 2022 - August 2022

Covered the luxury culture, fashion, dining, philanthropy, and design scenes of multiple cities for Gotham Magazine
Researched stories, pitched ideas, and wrote articles daily

RT Creative Group — Photographer, Social Media Marketer

Georgia-based social media marketing firm specializing in the promotion of local businesses

SKILLS

Programs

Adobe Creative Suite, Photoshop, Indesign, Premiere Pro, Lightroom, Illustrator, After Effects, MS Office

Technical

Writing, Copy Editing, Photography, Videography, Graphic Design, Photo/Video Editing, DSLR/Film Cameras, Film Production and Direction

Interpersonal

Ability to learn quickly, excellent communication skills, extensive experience in journalistic interviews, team player with collaborative instincts, passionate self-motivator

March - August 2022

Developed social media posting strategies to drive engagement and promote traffic for multiple local businesses

Photographed local events for the Gainesville Arts Council

Created unique photo campaigns to promote new businesses in one of Georgia's fastest growing cities

Strike Magazine Athens — Copy Editor, Creative Concept Writer, Videographer

Nation's largest student-run publication with a focus on fashion and lifestyle

January 2022 - January 2023

Developed unique campaigns, content, and magazine concepts

Reviewed and edited final copy for accuracy and oversaw phases of writing production

Composed original articles and concepts for online and print editions

Directed, shot, and edited videos for social media campaigns

CAMPUS INVOLVEMENT

The Red & Black — Culture Desk Contributor and Photographer

Independent weekly student newspaper serving the University of Georgia

October 2021 - January 2023

Pitched and wrote informational articles, columns, and editorials weekly

Gathered and verified factual information through research and observation

Conducted interviews and profiles for specific stories

Created visual stories by photographing events, landmarks, and people

Rouge Magazine — Director of Blog Content

Student-run fashion and lifestyle publication

August - December 2022

Oversaw and organized the writing and copy editing of all blog posts

Held editorial meetings for columnists and editors

Collaborated with other members of the executive board to maintain a cohesive brand within the organization

Photographer, Videographer, Blog Writer

January 2021 - May 2022

Developed an understanding of the creative process of production through planning and executing photoshoots

Photographed and directed models for high fashion shoots in a fast-paced environment

Produced and edited unique videos for social media and blog content

National Press Photographers Association UGA Chapter — Member

September 2021 - Present

Improved photography skills through professionally lead workshops and

critiques

The Chapel Bell — Photographer

Student-run print publication distributed weekly

November 2020 - December 2021

Learned the fundamentals of photo production and editing at a fast-paced and high volume printed publication

Coordinated distribution events

Buster Media

A freelance art project with the mission to promote niche culture and unsung heroes through slice-of-life journalism