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MULTI-CHANNEL, MULTI-MEDIA OPERATIONS & PROGRAM MANAGEMENT
Process Flow Creation | Digital Marketing Program Management

Key Successes

Increase brand awareness by 35% by creating custom graphics and executing strategic campaigns
Improved department efficiency by 22% with the creation of a cross-functional asset library

PROFESSIONAL EXPERIENCE

Delta Air Lines, Atlanta, GA Feb 2023 – Present Program Manager

- Develop and implement project plans, including timelines, budgets (5M+), and resource allocation.
- Manage project, including assigning tasks, setting goals, and monitoring progress.
- Collaborate with stakeholders to ensure project objectives are clearly defined and met.
- Identify and manage project risks and issues.
- Prepare regular progress reports and presentations for senior management.

Vyral Marketing, Omaha, NE (Remote) 2022 – Dec 2022 Sr. Marketing Manager

- Multi-Channel Program Management: Managed content and implementation of client's B2B social, blogs, email, and direct mail initiatives.
- Video Production: Plan, Direct, and Produce Client Video for multi-channel distribution.
- Marketing Consulting: Develop marketing strategies, advise on content/topics, manage production schedules, and provide sales strategy for clients.
- Account Management: Facilitate weekly standups, update on campaigns and process flow and manage client timelines and deliverables.
- Project Management: Develop project scope, manage teams, timelines, deliverables, deadlines and resource allocation.
- Marketing Operations: Develop email marketing SOPs, implement workflow, managed QA deliverables & timelines.

STInc Incorporated, Atlanta, GA, 2019 - 2022 Multi-Channel Marketing

- Brand Management: Developed and managed multi-media and multi-channel brand initiatives for B2C and B2B clients to increase consumer and member engagement. Developed branding assets +50% growth.
- Communications: Managed email, social, app content, and all other marketing and communication programs for diverse target audience.
- SEO Strategy: Audited and enhanced client's website SEO to increase traffic and digital presence.
- Campaign Management: Planned and executed organic marketing campaigns for 10+ clients.
- Social Media Management: Developed social strategy, created marketing assets, managed execution and provided performance analysis.
- Market Research: Analyzed market and competitive data to identify brand positioning opportunities.
- Marketing Strategy: Developed marketing strategy & plans. +20% annual revenue.
- Marketing Operations: Created a distinct stratagem and guiding principles. Increased marketing and operational efficiency.
- Business Operations: Evaluated operations strategies and built program workflows to increase efficiency.
- Content Strategist: Created content for website, email, and social platforms.

AMCI Global/EventLink, Atlanta, GA, 2018 – 2020 Customer Experience Coordinator/Porsche Brand Ambassador (Client: Porsche)

- Increased brand awareness and customer experiences through presentations and guided tours.
- Conflict resolution: Managed and resolved customer experience issues by finding immediate solutions and increasing customer satisfaction.
- Assisted the event planning team, including collaborating with vendors, event coordinators, and design teams for on-site events
- Fostered new opportunities within existing customers.
- Communicated all liability waivers, additional vehicle instruction, safety policies, and activity opportunities
- Facilitated communication with new and existing clients to solicit sales and capture future business

United Service Organization, Djibouti, Africa 2017 –2018 Duty Manager – Event Coordinator and Center Management

- Management: Managed day-to-day center operational procedures, ensured a cost-effective, safe, welcoming, clean and well-maintained environment. Supervised volunteers for general and program activities including recruitment, supervision, training, development and recognition. Assumed responsibility for center operations as needed in the absence of the Center Manager
- Customer Experience: Engaged visitors and monitored behavior and interactions.
- Social Media Manager: Planned, coordinated, and executed all social media initiatives
- Inventory: Maintained, monitored, and ordered supply inventory and replenished stock.

(YP) Yellow Pages, Tucker GA, 2012 – 2016 Digital Marketing Team Lead

- Management: Supervised and managed eight inventory analysts to ensure quality and customer satisfaction, and service delivery. Reviewed and facilitated end-of-year performance reviews with Inventory Analysts and Support personnel to monitor productivity, quality, and accuracy.
- Process Improvement: Created and enhanced existing department's methods, procedures, and best practices for process flow, decreasing error by 25%. Collaborated with different departments to develop new initiatives to gain an internal and external audience. Utilized information from multiple internal and external sources to provide data and analytical support for client escalation and provided solutions to reduce team error. Partnered with sales, escalations, onboarding, and other cross-functional teams to help develop & implement email campaigns, plans, and processes. Piloted new products and current product enhancements.
- Account Management: Consulted over 100+ direct mail campaigns and provided consistent statuses of the campaigns as they were getting ready to deploy. Created and managed Salesforce Marketing Cloud consumer journeys. Created customized email and direct mail distribution lists for client's target audience.
- Conflict Resolution: Prioritized and resolved client complaints, inquiries, and escalations to improve net promoter score. Managed cross-departmental communication for various projects

TECHNICAL SKILLS

- PM Tools & CRMS: Asana, Salesforce, Smartsheet, SharePoint, Trello, Google Workspace, Hubspot,
- Microsoft: Word, Excel, PowerPoint, Publisher, Adobe Suite
- Other: Dubsado, ServSuite, LSAMs, CollectOne, Vantiv, and Eclipse

EDUCATION/CERTIFICATIONS

2018

Argosy University, Atlanta, GA

Bachelor of Science in Business Administration