



# SOPHIA BROWN

Senior Communications Manager

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## PROFESSIONAL SUMMARY

Results-driven Senior Communications Manager with 5 years of experience in designing and executing strategic communication initiatives that elevate brand presence and foster stakeholder engagement. Proven ability to lead cross-functional teams, manage media relations, and craft compelling narratives that resonate with diverse audiences.

## WORK EXPERIENCE

**Senior Communications Manager** May / 2022-Ongoing  
WidgetWorks Inc. Denver, CO

- 1. Produced multi-lingual promotional videos for international markets, enhancing service visibility and credibility.
- 2. Engaged over 500 international customers and partners through targeted content.
- 3. Executed projects under budget, achieving 30% cost savings.
- 4. Launched an International Services web portal, streamlining communication and alignment with corporate strategy.
- 5. Increased web usage from less than 1% to 17% in the first year.
- 6. Implemented a comprehensive marketing campaign, driving significant traffic growth.
- 7. Achieved a reduction of \$15 million in contact center expenses.

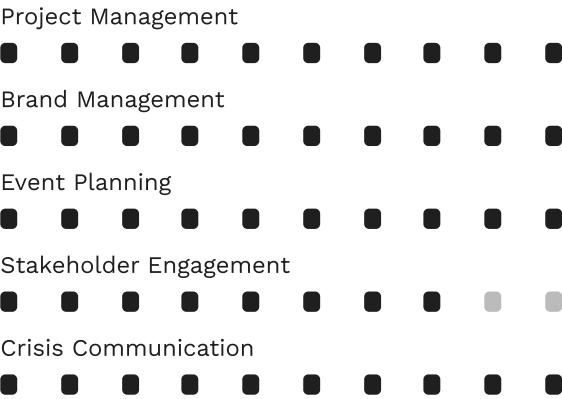
**Senior Communications Manager** May / 2020-May / 2022  
Crescent Moon Design Portland, OR

- 1. Led the internal communications and employee engagement strategy, fostering a cohesive workplace culture.
- 2. Executed an annual strategy that integrated all executive and internal communications vehicles.
- 3. Revamped communication programs to enhance information sharing and align with business objectives.
- 4. Improved monthly newsletter readership by 40% through user-driven content.
- 5. Managed PR messaging for major product disclosures, ensuring brand consistency.

## EDUCATION

**Bachelor of Arts in Communication** May / 2018-May / 2020  
University of California, Berkeley Chicago, IL  
Focused on strategic communication and media relations.

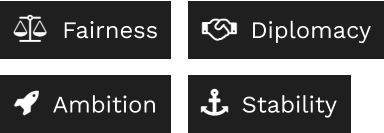
## SKILLS



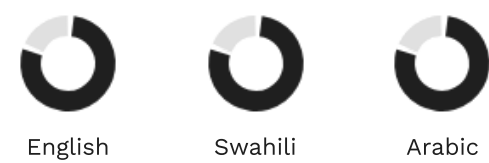
## INTERESTS

- Cooking
- Surfing
- Theatre
- E-sports

## STRENGTHS



## LANGUAGES



## ACHIEVEMENTS

- Increased brand engagement by 30% through targeted communication campaigns.
- Successfully launched 5 major product campaigns, garnering over 1 million impressions.
- Developed a crisis communication plan that reduced response time by 40%.