

# SOPHIA PETROPOULOS

sophia.petrooulos.p@gmail.com | 0405810833 | 36A Woodland Street, Strathmore, VIC 3041

## PROFESSIONAL SUMMARY

Enthusiastic Media and Communications graduate with experience in content creation, writing copy and completing research. Friendly and well-spoken with ability to work closely with people of all ages and backgrounds. Motivated to learn, grow and excel in the media industry.

## WORK HISTORY

### **Mother's Little Helper Podcast** . Melbourne, VIC

*Social Media Manager* | 04/2020 - Current

- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Wrote and designed advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Increased customer engagement through social media.

### **Savers Brunswick**

*Retail Sales Associate* | 06/2018 - 03/2020

- Promoted customer loyalty and consistent sales by delivering friendly service and knowledgeable assistance.
- Used consultative sales approach to understand customer needs and recommend relevant offerings.
- Coordinated efficient restocking of sales floor with current merchandise and accurate signage for current promotions.

### **Australian Film Institute**

*Administrative Assistant Intern* | 06/2019 - 09/2019

- Performed general office duties, including answering multi-line phones and email enquiries.
- Drafted professional memos and marketing copy to support business objectives and growth.
- Interacted with industry professionals to receive information, direct

## SKILLS

- Screenwriting/film production
- Social media management
- Copywriting and graphic design
- Content strategy
- Client liaison
- Detail-oriented
- Time management/deadline-conscious
- Research and source analysis
- Administrative support
- Team player
- Excellent verbal and written communication skills
- Microsoft Office/Adobe CC proficiency

## EDUCATION

### **RMIT University**

12/2019

### **Bachelor of Communication (Media)**

### **RMIT University**

10/2017

### **Bachelor of Communication (Advertising)**

activities and communicate instructions.

- Sorted, opened and routed incoming correspondence and deliveries to help senior leaders respond quickly to business and customer requirements.

## *HOBBIES*

I'm a passionate writer with a particular affinity toward short stories. Aside from independent work, I also like to collaborate with fellow Media graduates on their productions. As restrictions continue to ease, we're hoping to start filming a 10-minute suspense thriller!

## *REFERENCES*

Available upon request.