

Sophie Martin

martisopall@gmail.com

(505) 946-7035 · [Linkedin Profile](#) · [Portfolio](#)

Professional Summary:

Social media strategist with experience in nonprofit museums. Proficiency in capturing and editing photo and video content used on various social media platforms. Passionate about educating the public through visual media.

Work Experience:

Social Media and Video Specialist	Nov. 2022-Present
George Washington's Mount Vernon	Mount Vernon, VA

- Map, create, and schedule content for the estate's fifteen social media accounts, and monitor social media comments; grew the audience by 47% over two years.
- Produce and edit engaging videos and photos to educate the public about the estate and promote events.
- Generate monthly reports on social media engagement for leadership.
- Train colleagues in Sprout Social and manage summer interns.
- Provide edits and feedback on other departments' social media content.

Sales Associate	Aug. 2021-Nov. 2022
The Orvis Company	Arlington, VA

- Represented and promoted the Orvis clothing brand through customer service.
- Organized and recorded inventory; facilitated customer transactions.
- Created and posted content to the store's Instagram page; reached 1,220 viewers.

Marketing and Communications Intern	Jun. 2021-Oct. 2021
Smithsonian The National Museum of the American Indian	Washington D.C.

- Promoted museum activities through social media, external calendars, and press releases.
- Sent out daily newsletters to staff reporting on the museum's media exposure.
- Wrote posts for the museum's social media pages; reached 40,000 viewers.

Education:

Bachelor of Arts, English, cum laude
Dickinson College, Carlisle PA

Skills Summary:

Social Media: Sprout Social, Facebook, Instagram, X, YouTube, TikTok, LinkedIn, Threads

Productivity: MS Office, Google Office, Google Analytics (familiar), Asana, Webex, Zoom

Video and Audio Editing: CapCut, Adobe Suite, Audacity, DJI Osmo Pocket 3, DJI OsmoAudio