

SOPHIE COFFEY

MARKETING AND BRAND STRATEGIST

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SUMMARY

Good marketing is more than just creating a buzzy catch phrase or cracking the latest social media algorithm. Good marketing is, at its roots, good storytelling. So - what makes a good story? First off, know your audience - who is the story being told to? Second off, know your hook - what will capture your audience's imagination? And finally, execute with authenticity - be the truest, boldest version of yourself in the telling and bring your audience to their feet. This is the methodology I apply to any marketing related role, and it's always produced work that I'm proud of.

SKILLS

Brand Strategy	Team Leadership	Content Creation	Digital Marketing
Paid Social	Project Management	Email Marketing	Social Media Strategy
Events Management	Brand Auditing	Design Strategy	Internal Branding

SELECT PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING

Charityvest | July 2022 - Dec 2022

While at Charityvest, I helped further their mission of making Donor Advised Funds (DAFs) as common as 401ks. This was a fast paced start-up environment, and as such, I handled everything from PR to content creation to brand development to digital marketing. I left Charityvest for an opportunity in the Project Management space, and loved my time working there and in the financial sector.

MARKETING DIRECTOR

System76 | Feb 2020 - July 2022

I managed a team of 7 amazingly talented individuals, and together we brought the System76 brand to life. Highlights include development of a [Brand Book](#) and Brand Guidelines, rebranding of our website and outgoing content, creating (and sticking to) a robust content calendar, introducing a comprehensive digital marketing strategy, and creating a positive work environment that was built on honest communication and joyful collaboration.

CO-FOUNDER / CMO

VYNL Race Bikes | Oct 2015 - Nov 2020

We sold VYNL Race Bikes in the Fall of 2020 and wish their new owners continued success. While this passion project was a team effort, my primary responsibilities centered around Marketing and PR, including digital marketing, copywriting, project management, social media and email marketing, website management, partnerships, and brand building.

MARKETING DIRECTOR

Krimson Clover | July 2019 - Jan 2020

While at Krimson Clover, I managed every and all brand activities related to Krimson Clover. While there, I increased online B2C revenue YOY by 54% through inventive and strategic marketing initiatives and increased email marketing revenue by 15% YOY by implementing both strategy and automation. I also oversaw internal staff, PR agencies, digital agencies, and creative agencies.

BRAND & MARKETING MANAGER

Sierra Designs | March 2018 - July 2019

While at Sierra Designs, one of the most iconic outdoor brands in the world, I created and executed strategic annual marketing plans including digital strategy, SEO, website, email marketing, and social media marketing. I'm most proud of the [Sierra Designs Aspiring Artists program](#), which provided a steady stream of high quality brand photography assets while also introducing and furthering Sierra Design's mission of inclusivity in the outdoor space.

OTHER EXPERIENCE

For a full look at the depth and breadth of my marketing experience, [please see my detailed LinkedIn profile.](#)