SOPHIE BERRY

Social Media Producer | Project Management

EXPERIENCE

Freelance

I'm a freelance Creative Social Producer + Manager focused on marketing strategy, social management, branding, content ideation, production management, and performance-driven short-form video content.

Social Producer | 2025 – Current | New York, NY

Second Opinion Media

Producing Christina Farr's podcast series Rounds: Where Healthcare Meets Wall Street, sponsored by Silicon Valley Bank, overseeing end-to-end production including pre-production strategy, guest booking, post-production distribution, and short-form clip editing.

Managing an external social media team to support bi-weekly episode releases across platforms.

Lead Producer | 2026 - Current | New York, NY

Loop

Managed end-to-end content production across multiple brands, delivering 20+ weekly assets including videos, photos, and written posts

Developed original content ideas and social campaign concepts for Alexis Ohanian, ATHLOS, i-D Magazine, Hinge, Duolingo, Uniswap, Paramount, A24, The Offseason FC, and more.

Led a team of 10+ contractors (editors, writers), ensuring smooth workflows, creative alignment, and on-time delivery.

Executed influencer campaigns from sourcing and outreach to creative direction, scripting, editing, and merch coordination.

Account Manager and Brand Strategist | 2023 - 2025 | New York, NY

EDUCATION

University of Oklahoma
BBA | Double Major: International Business & Management Information Systems
Minor: Chinese

SKILLS

Figma
GitHub Pages
Netlify
Meta Ads
Notion
Capcut
Adobe Photoshop + Premiere Pro
Google Suite
Klaviyo

SOME GOOD STATS

Generated Alexis Ohanian 54.7M views, 2.9M engagements on IG for 2024 (5.39% engagement rate)

Generated ATHLOS 13.1M views and 615.2k engagements on IG in 6 months (4.72% engagement rate)

Drove Spice Wheel social engagement rate from 7.8% to 28.1% (3.6x increase)

LANGUAGES

English	Native
Chinese	B1
French	A2

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