

Contact

www.linkedin.com/in/sofie-tapia
(LinkedIn)

Top Skills

Copywriting
SEO Copywriting
News Writing

Languages

English (Native or Bilingual)
Spanish (Limited Working)

Honors-Awards

Second Place - Best Feature Story

Sofie Tapia

Content Writer at Arctic Adventures Iceland
Lexington, Kentucky

Summary

Content creator + copywriter with experience in both print and broadcast media. My expertise is creating engaging content that drives traffic and resonates with my target audience. I specialize in writing articles, blog posts, marketing collateral, website copy, and emails. On a personal note, my passions include travel, dancing, and psychology.

Experience

Arctic Adventures Iceland

Content Writer

August 2019 - Present (8 months)

Vilnius, Vilnius Region, Lithuania

- Write clear and engaging marketing copy for our tours, landing pages, and blogs
- Head trending topics on the main blog site
- Conduct SEO research and utilize SEO tactics to optimized content and generate traffic
- Write, proofread and edit blog posts, tour pages, and travel guides
- Work and respond to edits within tight deadlines
- Identify gaps in content and recommend new topics with SEO research
- Collaborate with other departments to create innovative content ideas
- Write creative copy for email campaigns, Facebook and Google Ads

BoredPanda

Content Writer

May 2018 - August 2019 (1 year 4 months)

Vilnius, Vilnius Region, Lithuania

- Responsible for writing engaging viral content
- Charged with writing titles, headings, and subheadings that convert
- Implement SEO best practices for articles through internal linking and anchor texts
- Authored and published minimum of 4 SEO-optimized posts per day
- Frequently demonstrated ability to meet deadlines on short notice

-Proofread and edited creative copy for the video and editorial departments

Qubit Marketing

Freelance Copywriter

July 2017 - August 2019 (2 years 2 months)

AV 19 N° 118-95 Oficina 509 Centro Ejecutivo Santa Barbara. Bogotá

- Wrote clear, compelling and engaging copy for various mediums (ads, blog posts, newsletters, sales pieces, and websites)
- Worked with creative professionals to build marketing projects and campaigns
- Conducted high-quality research and proofread copy as needed
- Used SEO principles to maximize copy reach, source images and other content.

Al Masry Al Youm

Copy-Editor at Egypt Independent

June 2017 - October 2017 (5 months)

Cairo Governorate, Egypt

- Made daily news content decisions for website from AP wires and locally sourced reports
- Edited style, content, and grammar of articles
- Fact checked with reporters on their stories
- Used SEO to increase CR of articles. Monitored article performance

Kentucky Sports Radio

Freelance Reporter

July 2017 - July 2017 (1 month)

Cairo Governorate, Egypt

Reported on Team USA games for the FIBA U19 World Cup. Worked with FIBA organizers, security and U.S Embassy members to get access and credentials. Conducted interviews with the coach and players. Shot photos and press conference video for the website. Uploaded content using WordPress and worked with SEO.

The Daily News Egypt

Senior Copyeditor

June 2017 - July 2017 (2 months)

Egypt

Edited original copy and copy from translations. Worked with Egyptian reporters to translate original reporting into English. Proofed pages and designs for print version of the daily newspaper using InDesign. Wrote original story for culture section.

WEWS NewsChannel 5

Freelance Writer

July 2016 - July 2016 (1 month)

Covered breaking news and protests for the Republican National Convention.

Wrote online content for their website. Live streamed protests for their

Facebook account. Gathered photo and video for online content.

Lebanon Daily News

Reporter

June 2016 - July 2016 (2 months)

Lebanon, Pennsylvania

Reported and wrote local news, features, and entertainment stories.

Personally communicated with Beyonce's editor receive access to cover her

formation tour. Worked with editors to add diverse stories to their newsroom,

predominantly from the Latino community. Worked with Latino community

leaders to complete profiles and stories on their community.

WRFL

Radio Producer

January 2016 - May 2016 (5 months)

Produced the 7am, 8am, and 9am news broadcasts. Selected news content from AP newswire for each show along with soundbites from Primecuts.

Worked under strict deadlines. Read every news cast live on air. Produced

a half hour long news segment on a recently opened free clinic in Lexington area.

World Learning

Student Reporter

February 2015 - May 2015 (4 months)

Worked with Moroccan journalists on a series of projects. Conducted

interviews, researched and gathered information for stories that appeared

online. Collaborated with local journalists on a feature story. took Arabic

courses. Completed a project on how poverty has contributed to rising numbers of jihadist recruits in Morocco.

WLEX-TV

Intern

August 2014 - December 2014 (5 months)

Went out with reporting teams on assignments, listened to the police scanner,

ran the teleprompter, answered the news tip-line and searched the news

website for errors. Wrote scripts and selected sound bites for stories, including a package about the grand opening of a playground.

Education

University of Kentucky

Bachelor's Degree, Broadcast Journalism · (2014 - 2016)

University of Kentucky

Bachelor's degree, Broadcast Journalism · (2014 - 2016)