

SOPHIA EVANS

DIGITAL MARKETING SPECIALIST & ACCOUNT EXECUTIVE

A results-driven marketing strategist skilled in paid and organic digital media, campaign optimization, and performance analytics—combining data-backed decision making, hands-on execution, and strong client collaboration to deliver measurable impact for growing brands.

SKILLS

Social Media Marketing • Search Engine Marketing • Text Marketing
Email Marketing • Experiential Marketing • Public Relations
Graphic Design • CRM Systems • Management & Leadership
Client Relations • Performance Analytics • Microsoft Office

WORK EXPERIENCE

Senior Marketing Account Executive

Jan 2024 – Oct 2025 | ADsource Marketing

- Led & managed a cross functional team to create strategy, implement campaigns, and lead reporting for 14+ clients through various tactics (email, text, Meta ads, Google ads, public relations and experiential marketing) while continuing to improve performance based on campaign results and financial return
 - Client campaigns generated est. total of 65k+ leads via social media and were nurtured to generate \$1.4M+ in sales through paid and organic website traffic over 2 years
 - Up to 400% ROAS within a single campaign
- Worked directly with mutual decision makers to support overall agency goals including new client acquisition, market positioning, brand reputation, operational efficiency, and employee & team management
 - Sold 7+ new clients over 1 year while maintaining 90% retention rate across new and inherited accounts
 - 4x Guest speaker at local university

Contract Position

April 2024 – June 2024 | McEldrew Purtell Law Firm

- Created social media posts and website edits on demand

Social Media Account Manager

Dec 2022 – Jan 2024 | ADsource Marketing

- Created, carried out, and lead reporting to 10+ clients on social media, email, and public relations campaign efforts while assisting with Google ad and text marketing efforts

Social Media & Production Assistant

May 2022 – Dec 2022 | ADsource Marketing

- Created social media content and managed daily notifications for 7+ social media accounts, ensuring brand consistency and timely delivery to maintain account performance standards.

Contract Position

May 2022 – July 2022 | York PR & Marketing

- Drafted and pitched press releases, developed branded social assets, and supported client meetings as part of integrated PR campaigns



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"Sophia has a handle on what is needed to strengthen her clients' brands. She is bright, professional, and always puts her clients' needs first. It was a pleasure working with her."

–Former Client

EDUCATION

Florida Gulf Coast University

Bachelor of Arts in Communication with Concentration in Public Relations & Minor in Economics

- GPA: 3.3, Bright Futures Scholarship, Presidential Scholarship



Meta Ad Certified



Meta Ad Certified



Google Search
Ad Certified



LinkedIn Ad
Certified

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