




# SOPHIE VAIL

## PUBLIC RELATIONS PROFESSIONAL



### CONTACT

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### PROFILE

I have nine years of experience in the Public Relations and Events industry. I have a demonstrated ability and strong background of results driven PR campaigns and events. I have the experience and confidence in building and fostering strong relationships with stakeholders, clients and media to secure their co-operation and support for future initiatives, events and partnerships. My objective is to establish a strong and rewarding career working as part of a multidisciplinary team, striving to make a significant contribution to my place of employment and further develop my professional skills.

### EDUCATION

#### MASTER'S OF BUSINESS

2013-2014

MAJOR PUBLIC RELATIONS  
Queensland University of Technology  
(QUT)

#### BACHELOR OF COMMUNICATION

2007-2009

MAJOR PUBLIC RELATIONS AND  
JOURNALISM  
Griffith University

### SKILLS

- Leadership skills
- Strong organisational and interpersonal skills
- Media relations
- Media management
- Networking
- Social Media management
- Effective written communication and presentation skills
- Event Management
- Strategic campaign development
- Influencer management
- Problem solving
- Multitasking and prioritising
- Self-motivation with a strong sense of responsibility
- Creative and tailored writing; media releases, media statements, website copy, EDMs
- Ability to discern a client brief and produce fresh, innovative ideas
- Issues and crisis management
- Stakeholder management

### INDUSTRY EXPERIENCE

#### ACCOUNT DIRECTOR

May 2017 – December 2018 | Ruby Communications | Gold Coast

- Oversaw client deadlines and staff workload management
- Managed weekly WIPs, delegated tasks to Account Managers and Account executives
- Developed client strategy and PR timing plans
- Interviewed and recruited staff and interns
- Compiled client agreements, invoicing and budgets
- High level client communications, i.e. crisis management, edited content, developed media statements during crisis to mitigate issues
- Reviewed and prepared monthly client activity and end of campaign reports
- Created client proposals, ran brainstorm sessions and business pitches
- Oversaw event concepts, management, implementation and budget
- Pitched new business proposals and converted new clientele
- During a restructure, I was acting General Manager, whilst maintaining my own job requirements, which entailed, staff HR, invoicing, managing the Director's diary and overseeing numerous teams workloads and PR campaigns
- Spearheaded the World Parachuting Championship PR and crisis campaign

#### SENIOR ACCOUNT MANAGER

2017 – November 2017 | Ruby Communications | Gold Coast

- Managed a portfolio of property, lifestyle and social media clients; Mulpha Sanctuary Cove, Australia Fair, Oasis Dental, Brickworks, Globital, Sanctuary Cove International Boat Show, Surfers Paradise Alliance, Sanctuary Cove Body Corporate (on average 9-14)
- Managed Account Executives, junior staff and interns - resolved client and media issues
- Oversaw social media strategy, content calendars, advertising budget and evaluation
- Implemented and ran client product launches and media and blogger events
- Managed client media calls, photo shoots and interviews
- Reviewed media releases and crafted newsworthy angles and pitches
- Assisted drafting and implementing client crisis strategy and prevention
- Ran client meetings, compiled weekly WIPs for dedicated team
- Managed Account Executives, workload and oversaw direction of tasks; i.e. media pitches, KPIs, issue resolution and coverage
- Compiled client evaluation reports and contributed to new business pitches

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### TECHNICAL SKILLS

- Microsoft Office suite  
(Microsoft Word, Outlook, Excel, PowerPoint and Acrobat)
- ISENTIA
- Coverage Book
- Native Scheduling
- Social Report

### INDUSTRY EXPERIENCE CONTINUED

#### SENIOR ACCOUNT MANAGER

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2016 – March 2017 | Double Edge PR | Sydney

- Pitched and secured coverage across broadcast, print and online media for clients; Baby Love, Swisse Kids, Marzena, Disney On Ice, Hi-5, Solar D, Kamalaya Wellness Sanctuary and Spa, Solar Springs Health Retreat, ATEC and more
- Managed more than 9 clients with high expectations, junior staff and interns
- Secured media famils with the following publication's senior editorial teams; Harper's Bazaar, Vogue, Marie Claire, Escape, Elle and Qantas
- Planned and successfully executed client product launches and media and blogger events with Sydney's leading media and influencers; Kate Waterhouse, Candice Warner, Kyle Clarke, David Kosh, Rose Byrne, Zoe Hamish-Blake, Megan Gale and Shelley Craft
- Hired and managed junior staff and the intern program
- Compiled campaign evaluation reports and contributed to new business pitches
- Secured contra-partnerships with industry speakers, vendors and venues for networking events and panels for Sydney Marketing, PR and Advertising professionals
- Oversaw the Disney on Ice national and Sydney PR launch campaign into market, securing

#### ACCOUNT EXECUTIVE

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January 2015 – November 2016 | VIVA! Communications | Sydney

- Researched, developed and scheduled social media for a diversity of clients across digital platforms, Facebook, Twitter, LinkedIn, and Instagram
- Developed blogs for VIVA!'s website and content to leverage on client's websites
- Secured coverage across high reaching National and Sydney media; broadcast, print and digite
- Media monitoring and reporting
- Compiled traditional and digital media kits prior to campaign launch

#### PR & EVENTS CONTRA CONSULTANT

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2013 – 2014 | Australian Cervical Cancer Foundation (ACCF) | Brisbane

- Developed and implemented PR programs to support the ACCF's Australian and Overseas projects; *'Bhutan challenge,' 'Vietnamese Schoolies,' 'Little C,'* and *'Get the Pap Text'*
- Researched, wrote and placed media releases for Australian and overseas projects
- Developed an indigenous cervical cancer campaign plan and rollout to communities
- Coordinated the strategic development, implementation and activation of the *'National Cervical Cancer Awareness Week,'* developed communication strategies, liaised with the media and integrated evaluation mechanisms to address issues and future opportunities
- Developed a Crisis Plan and media strategy guide for the ACCF's HPV vaccine debate

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### REFERENCES

Morgan McEniery

**Current:** Star Casino Group

**Previous:** Ruby Communications

General Manager

**M:** 0401 436 469

Janete Sampaio

Senior Manager, Double Edge PR

**M:** 0417188842

Emily Nowland

**Previous:** Senior Executive

Viva Communications

**Current:** PR & Digital Manager

Expertise Events

**M:** 0413 942 179

Melanie Roussin

Marketing Manager, Australian

Cervical Cancer Foundation (ACCF)

**M:** 0422 233 712

### ACTIVATION COORDINATOR

2012 – 2013 | Ooh! Media | Brisbane

- Managed and recruited a database of 70 promotional staff – posted job ads, conducted staff interviews, managed campaigns, rosters and approved staff pays
- Conducted client training sessions to educate brand ambassadors on key objectives, product knowledge and relevant target markets
- Distributed permits, run sheets, managed the asset registry and compiled Post Campaign Reports
- Activated and coordinated client campaigns; Tontine, Fluffy, Bupa, Dreamworld, McCain, McDonald's, Oz Lotto, Specsavers and Coles and assisted with national experiential campaigns.
- Coordinated and produced national run sheets for executives, liaised with store managers, organised staff inductions and permits

### EVENTS COORDINATOR

2010 – 2012 | Southern Cross Austereo Gold Coast - 90.9 Sea FM/92.5 Gold FM

- Planned and executed Gold FM and Sea FM on-air and off-air promotions, Outside Broadcasts, listener events, and client roadshows; Unit, Suncorp, Target, Cova, Mirvac, Bruce Lynton, Metricon Homes, Event Cinema, MacDonald's, Donut King, Clive Peters, Bank of Queensland, Nicabate and Von Bibra
- Conducted sites checks, risk assessments, logged air time, managed street team employees, entertainment, technical set-up and coordinated broadcasts
- Managed announcers and facilitated interviews with clients, listeners, talent and customers to produce quality on-air content to drive foot traffic
- Compiled Post Campaign Reports, reconciled budgets and evaluated event success
- Networked with current and potential clients at sales and media events to foster relationships with stakeholders, securing their support for future events
- Strategically pushed client campaigns and events across social media platforms