

SOPHIA MATTHEWS

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PROFESSIONAL SUMMARY

Communications professional with seven years of direct expertise and 15 years of consulting experience in corporate, external, internal and crisis communication, web development, graphic design, IT, social media, writing, marketing, PR, project and product management seeks position with a forward thinking organization that can more effectively utilize my diverse skill set to reach its stakeholders with innovative information sharing.

WORK HISTORY

Digital Communications Director | Charlotte-Mecklenburg Schools 06/2019 - Present

- Oversees planning, implementation, operation and maintenance of a multifaceted communications architecture for one of the nation's largest school districts touching 176 schools, over 19,000 employees, 148,000 students and the Charlotte community at large.
- Responsibilities include management of the primary website and sister sites, all social media platforms, mobile apps, internal and external newsletters, podcasts, live streaming, media production, graphic design and digital outreach tools with a departmental budget of \$1.2M.
- Directly liaison with the Board of Education, Superintendent, the Chief of Staff, 176 principals and over 90 department leads for digital communications ranging from cyclical and recurring needs to emergency and crisis management.
- Supervisor of the Communications Department's content creation group, as well as team lead of 10 for web-related efforts and ongoing project manager of over 200 webmasters.

Digital Media Specialist | Charlotte-Mecklenburg Schools 08/2013 - 06/2019

- Created and managed all social media accounts for the district, organically growing them from zero followers to 52K on Instagram, 65K on Facebook and 110K on Twitter by developing content, providing excellent customer service, monitoring analytics and researching trends.
- Generated original content including graphic design elements using Adobe Photoshop, Illustrator and InDesign; video editing using Avid, Adobe Premiere and After Effects; and audio and podcast work using Adobe Audition and iTunes Developer Tools.
- Directed over 150 social media managers and administrated each set of their accounts. Also responsible for all staff and student training and lessons. e.g. - organizing, facilitating and/or presenting at workshops for teachers, technical setups for executive staff, online safety classes for children, screen time discussions for parents, etc.
- Developed and launched a mobile app to provide instant notifications, driving directions, contact information, access to social media, broadcast live streams, school data, and more.
- Designed and built several adaptive websites for departments, events and initiatives such as discovercte.com, cmschoice.org and charmeckschools.com, a hub for embedded and mobile pages like the Student Portal, Teacher Appreciation efforts and Senior Stories.

- Sole proprietor of this boutique consulting firm which performed web development, PR, marketing, graphic design, social media, content creation and advertising services for a wide variety of enterprise and small businesses.
- Other services included SEO and Google Business management, authoring and distributing press releases, setting up and maintaining social media ad campaigns, as well as outlining and implementing traditional marketing mixes with budgets averaging \$150,000.
- **Dr. Howard Conyers:** This gentleman is a NASA Rocket Engineer and BBQ pit master. SEMPlimited developed his branding, website (howardconyers.com), social media and PR plan, ultimately landing him international speaking opportunities and demonstrations which led to PBS tapping him to host the television show, Nourish (pbs.org/show/nourish).
- **Behavioral Health Intervention Center:** BHIC offers drug rehabilitation programs and therapy services. SEMPlimited developed their branding, website (cbhic.com), social media and marketing plans. Their revenues have since quintupled and they now have three locations. The owner recently published a book due to the success of the marketing plan.
- **Clear Sky Images:** A growing commercial photography firm utilized SEMPlimited for brand and website development (clearskyimages.com), business planning, advertising, PR, social media content and ad management, as well as ongoing consultation and support. The company now operates nationally with three offices across the United States. The owner was able to purchase his own airplane in 2018.
- **Implan:** This multi-national economic data solutions company contracted SEMPlimited for consultation on their new website (implan.com) and SEO, as well as Salesforce integration.

SKILLS

- Crisis Communications
- PR strategy development
- Team management
- Conflict resolution
- Strong verbal communication
- Social media expert
- Media contacts management
- Information gathering and analysis
- Systems implementation
- Campaign creation
- Content creation proficiency
- Graphic design skills
- Web design and development
- Microsoft and Adobe suite expert

EDUCATION

University of North Carolina at Charlotte - Charlotte, NC, USA	2018
Graduation Certification Psychology - Cognitive Neuroscience	
University of North Carolina at Charlotte - Charlotte, NC, USA	2016
Master of Science Informatics - Project Management	
University of North Carolina at Charlotte - Charlotte, NC, USA	2012
Graduate Certification Management of Information Technology	
University of North Carolina at Charlotte - Charlotte, NC, USA	2005
Bachelor of Science Business Administration - Marketing	

ACCOMPLISHMENTS

- **COVID-19 Response:** Developed several solutions and programs to communicate with and engage families during the Coronavirus crisis including:
 - Developing communications plans and messaging
 - Creating a portal to intake and share video lessons from teachers
 - Producing content to reach students across digital and terrestrial platforms
- **Crisis Communications:** The most difficult things that our community has ever had to endure were first, the fatal shooting of a student at the hands of his classmate at Butler High School, and secondly the active shooter situation that resulted in two deaths on the college campus where hundreds of our high schoolers attend classes. In both cases, information had to be directly relayed to parents via digital means with clarity and expeditiousness. There was also a concerted effort to highlight and showcase community support in the aftermath via videos and social media pushes.
- **Project Management:** Oversaw two website transitions within a 6-month timeframe. The website is made up of over 2,000 content pages consisting of 90 department sites and 176 school sites. Called upon HTML, CSS, JavaScript, .NET and PHP skills.
- **Supervision:** Manage the Communications Department's content creation group and team lead of 10 for web-related efforts. Project manager of over 200 webmasters.
- **Award-Winning:** Received a variety of public relations, social media and communication awards for several campaigns and efforts.
- **Effective Communication:** Took situations that could tarnish the organization's public image and turned them into opportunities to share information with the public and garner goodwill with our community.
- **Customer Service:** Maintains a policy of transparency and individual attention to users interfacing with the school district at all times, particularly during emergency situations like school closures. Each and every message receives a response in a timely fashion.

AFFILIATIONS

- Board of Directors, Be More Foundation (2014-Present)
- Board of Directors, Children and Family Services Center (2020-Present)
- Board of Directors, City of Charlotte Small Business Advisory Council (2016-2019)
- Mentor, North Star Reading Program (2016-Present)
- Volunteer, Foster Village (2018-Present)
- Volunteer, Second Harvest Food Bank (2017-Present)

REFERENCES

Donald Tate

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More references available upon request.