

Sophie Hollister

Web Design and Content Planning MA Graduate

Contact

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Master's Coursework Portfolio: sophiedesign.uk

Skills

- HTML
- CSS
- PHP
- UX/UI
- Google Analytics & SEO
- Accessibility
- WordPress
- Content writing

Summary

I have an avid interest in writing and digital, and decided to do my master's in Web Design and Content Planning after a career change from retail management.

Eager to continue learning and using the programming languages I've learnt, I'd love to be in an industry that is both collaborative and creative where I'll learn and share new skills. From previously managing teams, I appreciate efficient teamwork as well as the ability to work solo, especially when needing to meet specific KPIs and deadlines and I'm looking forward to doing this in the creative digital space.

Experience

Web designer and content planner – MA at University of Greenwich (September 2022 – September 2023)

- Created my own website, including WordPress theme design and implementation
- Ensured accessibility and user experience requirements were met, especially to pass the W3C markup validator and the WCAG AA or AAA compliance
- Applied SEO best practices, including keyword research, tracking to see what worked and what didn't
- Tracked social media analytics

Writer – Wit, Whimsy and Wanderlust (witwhimsyandwanderlust.wordpress.com) (2014 – present)

- Wrote on topics such as travel and lifestyle advice
- Adhered to SEO best practices

Supervisor – Oliver Bonas

- Part of management team for a multi-million-pound turnover store
- Exceptional customer service
- Visual merchandising and stock management
- Team management

Team Member – Oliver Bonas (October 2022 – November 2023)

- Customer service
- Visual merchandising
- Stock management and organisation

Team Manager – Marks and Spencer (August 2021 – September 2022)

- Quick to learn new systems such as scheduling, timesheets and HR software
- Worked under very high pressure to deliver store and company KPI's, customer service and people policies

Brand Manager – Ted Baker (August 2020 – July 2021)

- Supported and mentored a small team to achieve and excel targets – putting the customer at the forefront
- Led visits with Area Manager as well as the UK & International Retail Development Manager

Deputy Concession Manager – Ted Baker (November 2019 – August 2020)

- Used commercial reports to track and input data on best sellers, store targets and KPI's
- Attention to detail and discretion with regards to payroll, budgets and rotas as well as stock management and stocktakes

Education

Web Design and Content Planning MA – University of Greenwich (September 2022 – September 2023)

Journalism with Media Studies BA – University of Portsmouth (September 2011 – July 2014)

Secondary education – St Mary Redcliffe, Bristol (2004 – 2011)

Level 1 Mental Health Awareness Course – TQUK (2021)

Strengths

- Eager and quick to learn
- Effective team and lone worker
- Organised and efficient with a wide and varied workload
- Good communicator across all levels of business
- Empathetic and easy going

Interests

- Travelling
- Crafts and creativity
- Pilates
- Theatre