

# Sophia Bonser

## Contact

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## Education

### University of Nottingham

- History BA (Hons) 2.1.
- Societies: History Society and UoN Women's Football.

### Heanor Gate Science College

- A-Levels: Physical Education, Psychology and History (ABB). GCSE's: 9, including B's in English and Maths.

## Objective

I am a highly motivated and ambitious individual, passionate about pursuing a meaningful career in marketing. Since graduating from the University of Nottingham with a 2.1 in History, I have worked within sports, HR and most recently, marketing.

Alongside my professional work, I am an active third division football player for Loughborough Lightning, with previous experience playing for Nottingham Forest, Derby County and Aston Villa.

With a quick learning ability and a determination to succeed, I thrive in a team setting and consistently exceed expectations. My friendly nature, exceptional communication skills, and creativity, coupled with a positive "can-do" attitude, enable me to tackle any challenge that comes my way.

Drawing from my past experiences and hobbies, I excel in high-pressure situations and am adept at solving problems creatively and providing effective solutions. My hard work both on and off the field has instilled in me the confidence that I can bring value to any team from the very beginning.

## Experience

### Think Tutors, *Junior Marketer*

- Managing all aspects of the marketing strategy, including planning, execution, and analysis.
- Researching and building relationships with external brands, websites and pages, to evaluate who could be beneficial to the company.
- Planning, creating and posting social media (Facebook, LinkedIn, Instagram and Twitter) to target high-net worth clients.
- Creation of different Social Ad campaigns (LinkedIn and Facebook MetaSuite) to drive new and past website visitors to the desired page.
- Rewrite of the website pages, ensuring that the page has a good SEO, relevant images that represent the pages information well.
- Collaborating with various contractors, ensuring that Google Ads, website implementation and reports are running smoothly.
- Creating client-facing documents, such as weekly and monthly reports of students progress, tuition plans, and tutor proposals.
- Ensuring that all tutors documentation and tuition agreements are up to date and in line with the most current legislation.

### **Loscoe Chilled Foods, *HR Assistant***

- Analysing risk assessments, Standard Operation Procedures, emails, contracts and spreadsheets.
- Conducting research on the most recent health and safety requirements and self learning new HR information.
- Preparation and conduction of audits.
- Handling confidential files and data and drawing up files for third party clients.
- Interviewing candidates for positions within the company.

### **Football Fitness, *Coach***

- I have accrued over 70 hours of sport related volunteering, achieving a sports leaders qualification in the process.
- Within the role I assisted the head coach with planning, organising drills, player development and encouraging other pupils to join in.
- Ensured that SEND children received individualised attention during practices.
- Teaching children the basic football skills and techniques, in addition to developing teamwork, sportsmanship and resilience.

## **Key skills**

- Social Media
- Research
- Reports and Analysis
- Copywriting
- External Marketing

## **Qualifications**

- Digital Marketing, Level 2
- HubSpot Academy, Social Media Marketing
- Mental Health First Aider
- First Aider
- IOSH, Managing Safely
- Level 7 FA Qualified Referee

## **Interests**

### **Sports**

- I possess extensive experience playing football at an elite level, having competed for renowned teams such as Aston Villa, Derby County, Loughborough Lightning, and Nottingham Forest.
- I was also a football referee for many years, officiating local, county and national matches at academy level.
- In addition to my passion for football, I also find pleasure in running, cycling, swimming, and hiking.

### **Music**

- Since the age of 6, I have played the piano, achieving a Grade 5 in the instrument.

### **Travel**

- I am a keen traveller and attempt to visit new places, cultures and countries whenever possible. This summer, I look forward to backpacking and hiking in Triglav National Park, Slovenia.

### **Cooking**

- I enjoy cooking as often as I can, with a particular love for Yotam Ottolenghi, Sabrina Ghayour, and Gordon Ramsey.