



Sophie Lawson

Storyteller & Copywriter



soph00000

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California based

🧠 | PROFILE

I am a highly enthusiastic and conscientious individual who finds joy in telling stories. I've been working with English communication for 15 years, focusing on blockchain and NFT startups for the last two years. Like any successful business, a good Web3 project needs a compelling, ongoing story if it wants to flourish in this fast-paced market. I strive to weave a tale out of every experience and I delight in captivating and engaging with the audience. I believe in the power of words and their ability to enrich, entertain, and empower. Let me help you tell your story.

👛 | WORK HISTORY

The Smurfs' Society, Belgium/Remote - Official Smurfs NFT Collection

APR 2022 – PRESENT

Lead storyteller, editor, and principal content writer for the Smurfs' NFT project.

- Wrote the storyline for the NFT collection that integrated with the technology of the project and lore of the iconic Smurfs Brand
- Wrote creative metadata descriptions for 230 NFT products
- Worked with website design team to create content and immersive user experience
- Created and maintained a project Wiki that saw 70K visits in its first month
- Wrote articles for press releases, newsletters, and community updates
- Provided editing services for all team members (25+ non-native speakers) including presentation decks, UI screens, reports, partnership proposals, etc.
- Spearheaded community engagement initiatives including leading presentations and AMAs
- Worked with the marketing team to develop brand identity and create a variety of marketing materials including the majority of social media posts to 60K followers

Newmisma, Bay Area - Digital Comic Art Platform

JAN 2022 – FEB 2023

Content writer, editor, and team member.

- Wrote a series of blockchain articles for team members to publish on Medium
- Created content for the website including company information and all product descriptions
- Actively participated in tech and business development meetings

My English Coaches LLC, Bay Area - English Language Coaching for Professionals

JAN 2016 – PRESENT

Small business owner providing English coaching and communication services.

- Creating, editing, and proofreading client documents, websites, articles, slide decks, social media, books, emails, etc.
 - Coaching individuals and groups with excellent client satisfaction and retention rates
 - Creating all pedagogical material from scratch (over 400 worksheets and exercises)
 - Performing administrative tasks like client relations, accounting, website creation, analytics, etc.
- Example clients: Etsy Machine Learning Dept., Gorgias, Sephora, Shiseido, Fabernovel, Rakuten

🔗 | EXAMPLES (published work in the blockchain industry)

- User manual, story, and general information for The Smurfs' Society (created all content)
- Articles published for the Smurfs' Society (created & co-authored content)
- Metadata descriptions for Legendary Smurf & Ingredient NFT collections (created all content)
- Articles published for Newmisma (created & co-authored content)
- The Smurfs' Society website (created/edited content)

#CORE_SKILLS =====

🗣️ | Storytelling

📝 | Copywriting

💙 | Community Engagement

#OTHER_SKILLS =====

🎨 | Versatility

✍️ | Creative Writing

💻 | Technical Writing

🎤 | Public Speaking

📢 | Social Media

🧩 | Problem- Solving

💙 | Empathy

🍷 | Business Proficiency in French

#TOOLS_USED =====

- Discord
- SendX
- Google Suite
- Photopea
- Gitbook
- Notion
- Monday.com
- Miro
- Figma
- Asana

#EDUCATION =====

🎓 | BA in English from UC Berkeley (2005)