



# Sophie Goodwin

I'm a Fashion Stylist, Writer and Shoot Producer with over 6 years' experience in the fashion and media industry.

📍 London, UK

[Portfolio link](#)

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## Links

[Website](#)

## Languages

English

## About

### BRANDS WORKED WITH

- LK Bennett
- OK
- Reach plc

## Experience



### ● Group Fashion Stylist and Writer

Reach plc | Sep 2019 - Oct 2022

Responsible for Producing creative briefs, concepts and content for all publications, online platforms and social channels.  
 Responsible for the art direction and styling of main fashion and celebrity shoots for all titles, including cover shoots.  
 Organise fashion photoshoots, putting together a team, seeing it through from start to finish, acting as creative producer and stylist to ensure the final product aligns with the magazine's brand.  
 Write and produce weekly published fashion shopping pages, trend pages, fashion news features, celebrity style pages, beauty still life pages and beauty features.  
 React to live news stories, writing and producing fast paced articles to sit under the lifestyle section of the OK! website.  
 Liaise with Editorial directors on fresh content ideas to sit within the magazine, discussing with the celebrity and features teams upcoming details and how these can work on the online platform.  
 Manage junior team members daily.  
 Design flat lays and still life shoots.  
 Communicate with, photographers, PRs and Fashion and Beauty brands daily, ensuring good relations.  
 Organise sample call ins and returns.  
 Create carnets for overseas shoots.  
 Locate and book sites for shoots, book models, photographers, make-up artists, travel and catering for multiple shoots.



### ● Fashion and Beauty Assistant

OK | Mar 2017 - Sep 2019

Styling main fashion shoots, and assisting the fashion and beauty department with studio and editorial needs  
 Assisted the Fashion and Beauty Director, and Deputy on 2+ shoots per week  
 Chosen to work on shoots abroad and on various mini trips  
 Wrote and produced weekly published fashion and shopping pages and beauty features  
 Represented OK! Magazine at all Fashion and Beauty events, building an extensive network of PR and brand contacts  
 Communicated with said contacts daily, calling in products to promote on various pages  
 Organisation of beauty cupboard, sample call ins and returns  
 Booking locations, models, photographers etc., for shoots  
 Maintaining an excellent knowledge of trends to apply to pages and photoshoots  
 Managed interns and work experience itinerary, as well as the team events calendar



### ● PA/ Front of House

LK Bennett | Nov 2016 - Mar 2017