



# Sophie Joe

I am a creative, multi-cultural person with a passion for art, music, new technologies, photography and fashion.

📍 London, UK

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## Languages

English

## About

I am a multi-faceted and passionate person looking to consolidate my experiences in marketing, design, media, and research. I am eager to embark on a career in a highly functional team that integrates out-of-the-box thinking and customer empathy to generate solutions that help move society forward.

### BRANDS WORKED WITH

- Aurelius Advisors & Truffle Hound
- Berklee Blockchain Club
- KING (ACTIVISION BLIZZARD)
- PlayEmber
- Taizjo
- ThursDAO London

## Experience



### ● Social Media Brand Manager

PlayEmber | Jun 2023 - Sep 2023

Internship at a Web3 Mobile Gaming Apps

- Strategized Marketing Campaigns: Devised and executed strategic marketing campaigns for PlayEmber's social media channels, aligning with brand goals and engaging target audiences;
- TikTok Content Creation: Conceptualized, filmed, and edited TikTok content, staying attuned to the latest trends to ensure content resonance and virality;
- Independent and Collaborative Work: Independently managed PlayEmber's TikTok channel, working closely with a team member to ensure consistent content and engagement;
- Worked Closely with CEO and CMO: Developed and executed brand, content, and social media strategies for PlayEmber's games and new rewards product.

### ● Level Designer

KING (ACTIVISION BLIZZARD) | Feb 2023 - Feb 2023

Work Experience, hands-on mentorship program

- Iteration: Implemented a rigorous process to create, assess, and fine-tune new Match-3 levels for Candy Crush Friends Saga and Farm Heroes Saga, utilizing level editor tools to ensure optimal player experience and engagement.
- Communication: Collaborated with a multidisciplinary team to contribute to creative discussions, problem-solving, and gameplay ideation for Candy Crush Saga. Received and provided constructive feedback to enhance game quality and experience.

### ● Startup Scout

Aurelius Advisors & Truffle Hound | Oct 2022 - Nov 2022

Internship at Venture Capital & Advisory business  
October 2022 - November 2022

- Deal Sourcing: Increased potential client deals in Web3 by 20% through targeted research and attendance at startup events and meet-ups.
- Deal Analysis: Led weekly team meetings discussing user research, data insights, business model, and strategy execution in Web3.

### ● Operations Team Member

ThursDAO London | Sep 2022 - Dec 2022

Internship at a decentralised Web3 co-working hub  
September 2022 - December 2022

- Operations Management: Oversaw day-to-day operations including facilities and people management.
- Program Management: Maintained a close eye on specific procedures, monitored KPIs, and set up periodic meetings with the founders.

## ● Vice Coordinator, External Affairs

Berklee Blockchain Club | Feb 2022 - May 2022

First verified university Blockchain club in Greater Boston

- Research and Advocacy: Increased awareness and knowledge of blockchain and cryptocurrencies within the university. Advocated blockchain-related innovations and fostered interdisciplinary use cases between music and blockchain.
- Strategic Planning: Collaborated with MIT & Harvard to implement external communication plans, achieving organisational strategy goals including the creation of a DAO.
- Venture Development Relations: Identified key engagement opportunities for thought leaders to share perspectives and build relationships at conferences and events.
- Recruitment: Boosted membership growth by 30% within the first month of the role.

## ● Internship

Taizjo | Aug 2020 - Oct 2020

- Search Engine Optimisation (SEO): Transformed company website by introducing user-friendly layout with SEO optimized content.
- Go-to-market: Generated ~15% increase in sales by developing a go-to-market strategy for a new line of fashion accessory products and proposing advertising campaigns based on rigorous data-driven research, to tap into new markets such as teenagers.
- Social Media Marketing: Implemented digital marketing strategies to increase social media follower base; utilizing promotions, surveys, and referral programs to increase engagement and drive sales.

## Education & Training

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2022 - 2023 ● London college of Communication

Bachelor of Arts,

2019 - 2022 ● Berklee College of Music

B.M. Electronic Production & Design,

2016 - 2019 ● Lasalle College of The Arts

Diploma in Contemporary Music,