



Sophie Vallejo

French Sub-Editor & PR Specialist

London, UK

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Languages

English (Fluent)

French (Native)

Spanish (Basic)

About

Great editing, translation and proofreading skills (French into English - English into French) - website content, articles and newsletters. In-depth knowledge of luxury fashion, jewellery and beauty brands gained while working for international e-tailer.

Extensive experience as a PR and marketing professional in the food and drink industry, supporting leading Champagne brand, Cognac trade association (BNIC) and luxury food and wine clients.

Key skills: creating marketing campaigns, organising events and developing successful media relations for international brands. WSET qualification.

BRANDS WORKED WITH

A la Carte Communications

S B Vallejo PR and Translations

Shandwick Communications

Sopexa

YOOX NET-A-PORTER GROUP

Experience

● French Sub-Editor and PR Specialist

S B Vallejo PR and Translations | May 2018 - Now

Bilingual French/English PR consultant, sub-editor and translator specialising in fashion, jewellery and food and wine.

Latest projects

- Pre-Collections (2020), Autumn/Winter and Spring/Summer Collections 2019: working as a freelance French sub-editor for YOOX NET-A-PORTER GROUP (luxury fashion, beauty and lifestyle).
- Translation of Rosé and organic wine product pages for NEWRHONE MILLESIMES - SUMMER 2019
- Autumn/Winter Collections 2018: working as a freelance French sub-editor for YOOX NET-A-PORTER GROUP (Luxury fashion, beauty and lifestyle).
- Translation of organic wine product pages for NEWRHONE MILLESIMES - Summer 2018.
- Spring/Summer Collections 2018: working as a freelance French sub-editor for YOOX NET-A-PORTER GROUP (Luxury fashion, beauty and lifestyle).
- Translation and website audit for wine company NEWRHONE MILLESIMES.
- Interpreting for Champagne Boonen-Meunier at wine trade tasting. see less



● Freelance French Sub-Editor

YOOX NET-A-PORTER GROUP | Sep 2017 -

Sub-editing and proofreading French copy/content for luxury fashion, beauty and lifestyle brand.

● Public Relations Manager

A la Carte Communications | Jan 1997 - Jul 2017

Public Relations & Events

Key achievements: developing and running successful trade and consumer PR campaigns as well as events programme for leading food and wine clients in the UK including:

- Andrew Garrett (Australian wines)
- Assemblage en Bordeaux (Association of 35 Bordeaux producers)
- Bessiere S.A. (Languedoc Roussillon wines)
- BNIC (Bureau National Interprofessionnel du Cognac) - 5 years
- Canepa (Chilean wines)
- Henry Bouachon (Rhône wines)

Champagne Nicolas Feuillatte and Palmes d'Or - 9 years
Joseph Mellot (Centre Loire wines)
Sabate (cork producer)
Vignerons des 4 Chemins (Rhône wines)

Coppenrath & Wiese (Frozen desserts from Germany)
Fiorella (Italian caterer)

Translation and adaptation of texts:

Key achievements: adapting and translating websites, brochures, marketing documents, press packs and press releases (French into English - English into French) for international clients including:

Afep (Association française des entreprises privées)
Brigitte Baranes Conseil

Atelier Le Tallec (Luxury porcelain)
Hom Le Xuan, interior designer

Fine food & drinks:
Armagnac Castarède
So Yang (Cognac & green tea)
Vignerons des 4 Chemins (Rhône wines)
Villa Baulieu (Provence wines/tourism)

Aux Détours du Monde (Fine food and groceries)
Chocolaterie Bonnat

Restaurants:
Durant Dupont (Neuilly)
La Bonne Franquette (Paris)

Tourism:
Hotel Le Maquis
Domaine de Murtoli
Cala Rossa
see less

● PR Account Manager

Shandwick Communications | Jan 1995 - Dec 1996

Key achievements: running Cognac Information Centre including media relations and events programme (Radio Media Tour, annual press conference) as well as developing Cognac educational campaign.

Clients included:

BNIC (Bureau National Interprofessionnel du Cognac)
Carmel fresh produce and flowers
Coppenrath & Wiese (Frozen desserts from Germany)
see less



● PR assistant promoted to PR Executive and PR Account Manager

Sopexa | Jan 1988 - Dec 1994

Key achievements: handling trade and consumer PR campaigns, running photo library and providing information service about French food and wine, organising mini-fairs, tastings and Grand Prix Sopexa du Sommelier (Sommelier competition),

Clients included:

BIVB (Burgundy wines)
Conseil des Vins du Medoc
Grands Crus de Bordeaux
Muscat de Rivesaltes
Wines from South West France

French cheeses
Label Rouge free-range chickens

KEY SKILLS

Writing all press releases and translating (from French into English) marketing and PR documents, including brochures, recipes, newsletters as well as websites (So Yang, Vignerons des 4 Chemins) and wine book Vins du Sud-Ouest by Paul Strang (English into French). Proofreading Champagne Nicolas Feuillatte company magazines (English edition) and marketing documents.

Media relations - running press office, photo library, providing information and press samples to trade and consumer journalists.

Creating PR strategies and trade and consumer campaigns for leading Champagne brand (9 years) including taxi advertising campaign in UK, several wine and food brands and Cognac Bureau (5 years).

Creating and organising events programme: private views of art exhibitions, press lunches and wine tastings, product launches, annual Cognac Day (3 years), stands at consumer exhibitions, Cognac radio media tour.

Creating and negotiating art sponsorships programme for leading Champagne brand (Tate launch, Serpentine Gallery Summer party, Saatchi Gallery launch, Frieze Art Fair) in the UK.
see less

Education & Training

1982 - 1984 ● **Lycee Malherbe**

Classes Préparatoires Littéraires, Classes Préparatoires Littéraires

1975 - 1982 ● **Lycée André Maurois**

Baccalauréat A, Philosophie, langues (English, French, Spanish)