Sophie Gragg

Marketer & Creative

Summary

Current USC Graduate student studying Digital Social Media. Marketing professional with experience in the music, game and visual arts industries. Founder of creative platform & magazine The Luna Collective. Dedicated to helping fellow creatives.

Education

University of Southern California

2017 - 2020: B.A. in Public Relations, Minor in Music Industry

Grad. August 2021: M.S. in Digital Social Media

Richmond The American International University in London

2016 - 2017: General Studies

Skills

Adobe Cloud Products | Microsoft Office Products | Google Suite | Hootsuite Certified | Facebook Ads | Shopify + E-Commerce | Social Media Management & Analysis | Effective Written & Verbal Communication | Graphic Design | Video Editing | Digital & Film Photography

Contact

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Los Angeles

www.thelunacollectivemag.com

Professional Career

Marketing Assistant

Edgeworks Entertainment

2019 - Present

- Curate & manage social media content
- Customer relations
- Oversee Youtube & podcast content + marketing
- Merchandise managment

Founder & Editor in Chief

The Luna Collective

2018 - Present

- Coordinate & execute magazine, website & social content
- Oversee staff of writers, photographers & graphic designers
- Manage business & financial end of company

International Marketing Intern

Universal Music Enterprises

Spring 2020

Director of Marketing

USC Concerts Committee

Spring 2019 - Spring 2020

Call Center Representative

USC Center for Development

Winter 2018 - Fall 2020

Writer & Editor

The Daily Trojan

Fall 2017 - Spring 2019

Digital Social Media Intern

Fearless Records

Fall 2017