

SOPHIE WIRT

W R I T E R | E D I T O R

EDUCATION

CARNEGIE MELLON UNIVERSITY

BA Creative Writing
BA Professional Writing
2011 - 2015

SKILLS

PROFESSIONAL

- Writing (*fiction, nonfiction, creative nonfiction, literary journalism, profile, poetry, screenwriting*)
- Editing (*copyediting, line editing*)
- Copywriting (*branded content*)
- Interviewing
- Script writing (video)

TECHNICAL

- Google Trends
 - LSI Graph
 - MOZ
 - Trello
 - Jira
 - Wordpress
 - Adobe InDesign
 - Adobe Illustrator
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CONTACT



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EXPERIENCE

BEAUTY WRITER & EDITOR

Freelance | Jan 2021 - PRESENT

- Research, report, and interview experts for long-form skincare stories
- Write SEO-driven commerce stories for various digital brands across an array of verticals

BEAUTY EDITOR

Spotlyte | Allergan | 2018 - 2021

- Wrote in-depth feature stories about beauty, skincare, and medical aesthetics
- Created SEO-driven shopping stories to increase organic site traffic; owned weekly shopping series, Spotlyte 7
- Edited articles—from freelance and in-house writers—for clarity, concision, and style
- Attended relevant beauty industry events
- Represented Spotlyte at dermatological conferences across the country
- Maintained a robust list of industry contacts, including publicists, stylists, makeup artists, dermatologists, and plastic surgeons
- Managed Spotlyte's editorial calendar and editorial functions in CMS
- Created videos for Spotlyte social media; collaborated with visuals team for on-site video features
- Conceptualized consumer-friendly marketing tactics for products like Botox Cosmetic and Juvéderm; wrote social media marketing copy for Allergan Aesthetics brands as needed

DIGITAL BEAUTY WRITER

Freelance | 2017 - 2018

- Wrote for numerous digital publications, including Allure, W Magazine, Elite Daily, BYRDIE, and SELF
- Attended beauty industry events
- Covered awards shows and similar live events in real time
- Consulted

BEAUTY EDITORIAL ASSISTANT

SELF | Condé Nast | Aug 2016 - Dec 2016

- Wrote in-book beauty shopping features
- Pitched targeted story ideas to beauty editor and beauty director
- Created and maintained organizational system for SELF beauty closet
- Curated, "called in," and prepared products for monthly in-book shoots
- Attended fashion week, interviewed experts backstage, and analyzed relevant runway trends

BEAUTY EDITORIAL ASSISTANT & DIGITAL WRITER

InStyle | Time Inc. | Jan - Aug 2016

- Organized, maintained, and managed the InStyle beauty closet
- Assisted the Beauty Editor, Beauty Director, and photo teams with various time-sensitive tasks, including "calling in" dozens of products for large photo shoots
- Maintained and expanded the InStyle PR contacts database
- Wrote shopping features for InStyle.com
- Orchestrated "sample sales" for entire InStyle staff