

Sophie Bratt

DIGITAL MARKETING AND
BUSINESS OPERATIONS LEAD

MY CORE VALUES

- Health and vitality
- Forging meaningful connections
- Vulnerability as a strength
- Empowerment - using my privilege to serve others
- Mindfulness and finding joy in the small moments!

WHAT I BRING

"The only constant is change" and "clear is kind" are two mottos I've lived by as I've built and led PM teams over the past 8 years; managing digital, social and integrated projects for Aldi, Oxfam, KFC, Amazon Prime Video and Beats by Dre.

Relationship building - building trust through strong, authentic relationships is my main talent.

Activating ideas - a catalyst to making things happen by turning thoughts into action, endlessly motivated to get started and then keep momentum.

Discipline - creating structure and keeping things organised by introducing key processes that are so easy they soon become unconscious habits for a range of team members!

MY EXPERIENCE

2021-2023

Social Chain Agency - Head of Projects

- Focused on a coaching leadership style to cultivate psychological safety, building a resilient team of project managers producing 100s of pieces of content each week for big brands.
- Workshops, operational change and project management best practice training.
- New business setup - deliverables, scoping, resourcing and client onboarding.



Courageous, level-headed leader with a diverse background in digital marketing and project management.

Skilled in content creation, organisation, prioritising, scoping, process and operational setup.



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SOFT SKILLS

- Clear communication - active listening, visual and written
- Leadership - delegation and direction
- Problem solving - always finding a solution
- Growth mindset - self belief and not afraid of failure
- Conflict resolution - ability to resolve conflicts fairly and sensitively
- Time management - of course!
- Adaptability - ability to pivot and change as needed



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2018 - 2021

McCann Manchester - Senior Project Manager

- Integrated project manager leading multi-million pound campaigns across broadcast, print and digital.
- Scope management, costings, time-lining, forecasting and resource planning.
- Creative, Studio & Production briefings, asset QC and supply to various digital specifications.
- Forging strong, lasting client relationships build on trust and authenticity.
- Improved effectiveness and efficiencies and thus client trust via introducing simple frameworks.

2015 - 2017

Click Consult - Campaign Manager (Social)

- Hired to build and set-up a new team from scratch under the Head of Campaigns & Social.
- Managed award-winning campaigns for Oxfam UK.
- Trained new team members and spoke at the Blog On conference.

CORE SKILLS & EXPERTISE

HARD SKILLS

- Scoping, costing, RACI
- Pipeline and forecasting
- Proposing new business
- Client onboarding
- Expectation management
- Timing plans, resourcing
- Creative and Studio briefing
- Content production - prep, briefing, PPMs and post, qc, recon, wash-ups

KEY TOOLS

KAJABI
CANVA, LIGHTROOM,
GOOGLE SUITE,
TIKTOK, IG, LINKEDIN,
MAILCHIMP,
HUBSPOT,
MS PPT, MIRO,
ASANA,
CLICK-UP,
MONDAY

EDUCATION & TRAINING

2022 - Leadership Training - Sally Curson (Coaching Psychologist)

2020 - Operations Accelerator & What makes a great PM - The Change Creators

2007 - 2010

1:1 BA (Hons) Psychology with Childhood & Youth Studies - Liverpool Hope University