
Sonja Thompson

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Summary

- Expert communications professional with over 18 years experience writing, editing, and engaging a tech-savvy audience
 - Publication experience includes writing web-based articles, press releases, bylines, plus creating and editing tech newsletters, podcasts, and videos
 - Editing ability consists of excellent spelling, grammar, punctuation, SEO, and a consistent voice
 - Adept at engaging an audience on social media platforms, particularly Facebook, Snapchat, LinkedIn, and Twitter
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Professional Experience

PR Manager – March 2016 to October 2017

Cheetah Mobile – Palo Alto, CA

- Writing bylines, reviewer's guides, and press releases for services and mobile app releases
- Pitching and following up with media for news coverage
- Creating informative, engaging posts for social media (Facebook, Twitter, LinkedIn)
- Analyzing social media insights, including engagement, trends, and other metrics
- Responding to users who communicated through social media
- Proofreading and editing articles that were written by various teams
- Providing feedback about the company website and Google Play app descriptions
- Conducting market research, branding analysis, and writing reports
- Representing the company at sponsored events and conferences

Senior Editor - October 1999 to October 2015

CBS Interactive – Louisville, KY

- Producing and delivering tech-centric newsletters
 - Writing and editing articles for various tech topics, such as mobility, security, and open source
 - Recording and editing tech community videos and podcast interviews
 - Recruiting, managing, and editing subject-matter experts to write tech articles for the site
 - Updating the company Facebook page to inform members and drive engagement
 - Managing the online community via the Forums and hosting community gatherings and events
 - Creating FAQ documentation – both text and video - for new site features
 - Manually programming the front door (HTML)
 - Attending and covering tech events through blog posts, videos, podcasts, and photo galleries
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Education

Bachelor of Arts : English, 1998

University of Louisville - Louisville, KY USA

Skills

- Mastery of various CMS applications for web-based publishing
 - Proficient tech knowledge, including Microsoft Office Suite products such as Word, Excel, PowerPoint, and Outlook
 - Experienced with GarageBand for conducting interviews and recording podcasts; Pixelmator for creating original social media graphics; and Final Cut Pro for video editing
 - Moderate HTML programming
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Writing Samples

[*https://msonjathompson.com/*](https://msonjathompson.com/)