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

**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

**Education**

**Bachelor of Arts : English**, 1998

**University of Louisville** - Louisville, KY USA

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**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

**Writing Samples**

*https://msonjathompson.com/*