

Sophia Nussey Social Media Copywriting

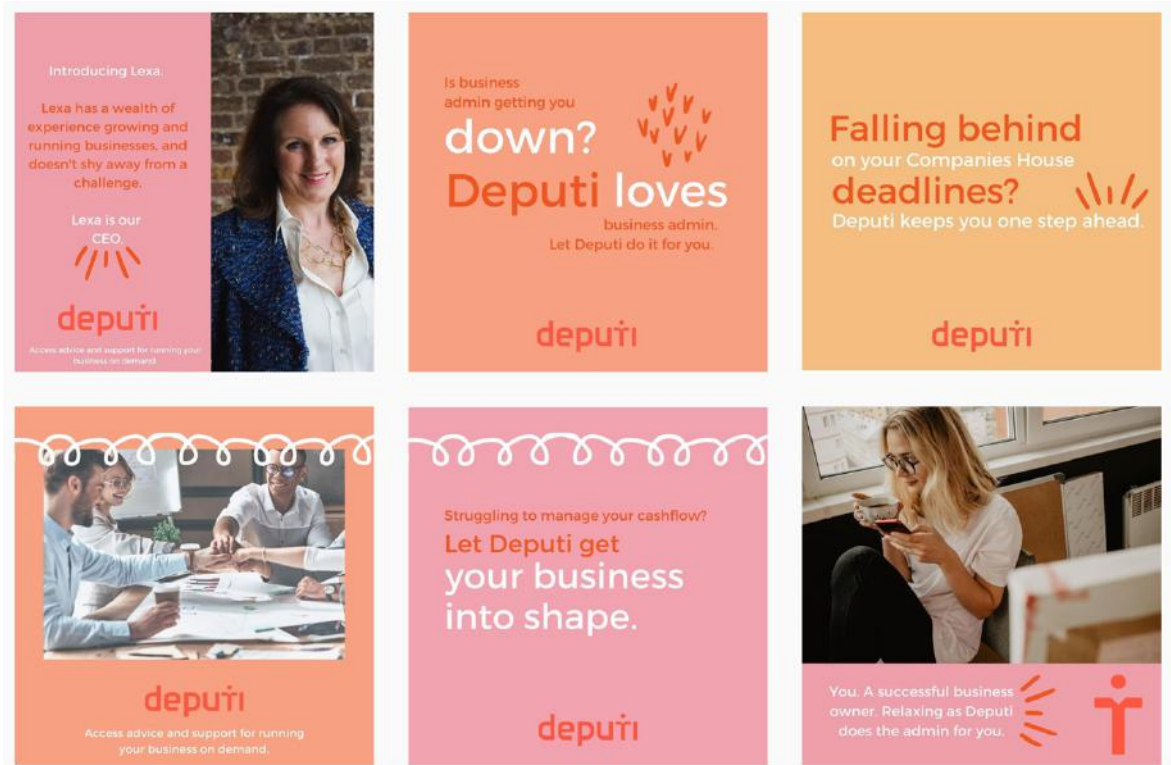
I have worked with a number of clients, both from within an agency and as a freelancer, to create and implement exceptional social media strategies that tell their story.

My responsibilities included copywriting for webpages, emails, and social media, content creation, content curation, platform development, community management, social media strategy, editorial writing, SEO writing, account managing, project managing, and client communications.

I have included some examples of the work I have done for a handful of my clients.

Deputi

Deputi is an AI technology company who were looking for some captivating graphic posts to advertise their app. I created a few samples of social media posts for them to choose from and they decided to go with this campaign.



Bankuet

I volunteered as social media and copywriting assistant for Bankuet, collaborating with the wider communications team to organise the schedule of their posts. I manage the feed visualisation on Instagram, deciding when to post graphics created by designers and photographs I sourced from food banks that use Bankuet's services. I wrote all the captions and posted to Instagram, Facebook, Twitter, and LinkedIn. I also engaged in community management and reached out to influencers to share campaigns.



bankuet • Following

bankuet Always important to get your greens and five a day! 🥬

The volunteers at @b30_foodbank work tirelessly to help their community get the essentials that they really need. So inspiring to see the hard work that goes into supporting communities across the country!



bankuet

bankuet Who here will be taking part in #EatOutToHelpOut? 🍴👍

Thanks to Rishi Sunak, from 3rd-31st August you all get a 50% discount when you eat in at restaurants that are registered with the Eat Out to Help Out Scheme 🙌

But, many people are still unable to afford the basics, let alone go out for a meal.

So, we had an idea - why not donate the money you would have saved on your bill to support food banks at the same time as the catering business? Win win.

Please feel free to share and the link is

Liked by southwarkfoodbank and 407 others

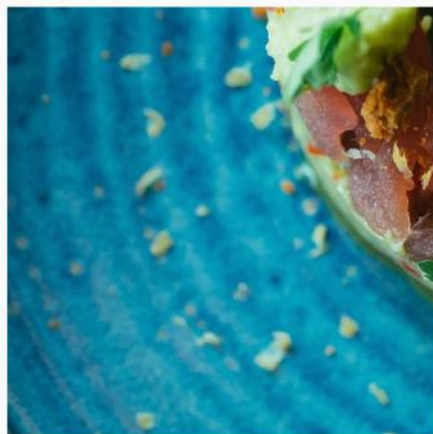
AUGUST 5

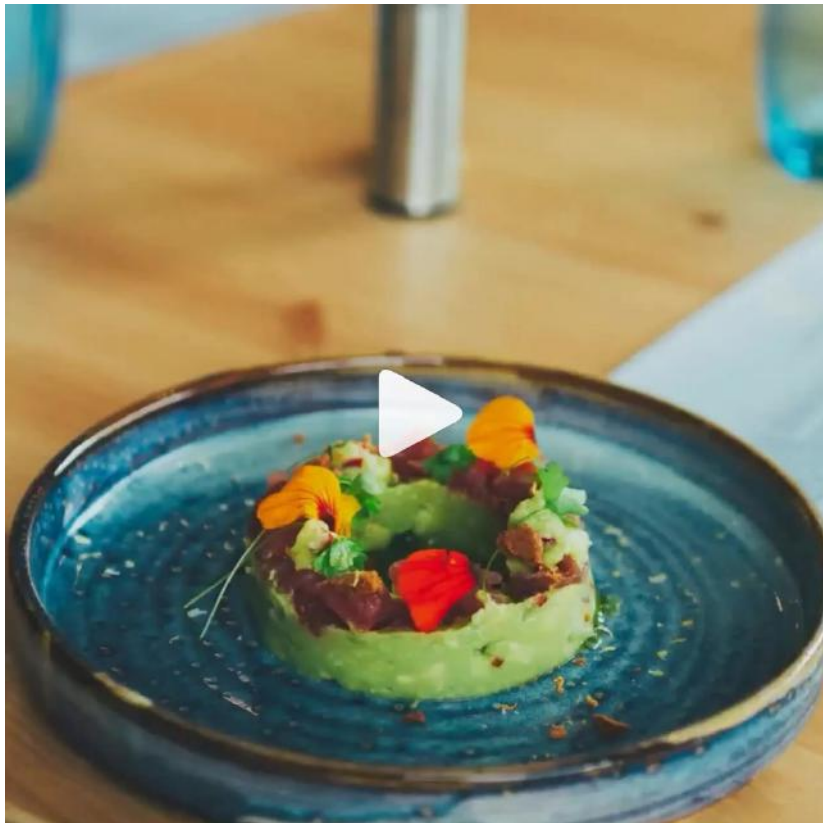
Add a comment...

Post


Laboratorio Pasta

I managed the website and social media channels for an Italian restaurant, Laboratorio Pasta, in London. I organised photoshoots in their restaurant and then compiled beautiful social media content from the results. Here is a visual portfolio of my work including some videos with captions.






 **laboratoriopasta** • Follow ...



 **laboratoriopasta** Is your favourite cuisine Italian food? Ours is...

.
.
.

#pasta #pastapasta #pastas
#pastamania #yaspasta
#pastaspaghetti #pastalover
#pastaporn #foodporn #pastafresca
#pastamaking #italianfood
#italianfoodlover #italian #londoneats

38w

 **alfredosimeoli** 🍴🍴🍴 
38w Reply

 **faith_table** The colours! 

192 views


DECEMBER 4, 2019

Add a comment...

Post



 **laboratoriopasta** • Follow ...

 **laboratoriopasta** You can be guaranteed that the quality of our fresh pasta is going to make you want to try a new dish every day. And why deny yourself that pleasure?

.
.
.

#pasta #pastapasta #pastas
#pastamania #yaspasta
#pasta:spaghetti: #pastalover
#pastaporn #foodporn #pastafresca
#pastamaking #italianfood
#italianfoodlover #italian #londoneats

40w

 **alfredosimeoli** 🍴🍴 

113 views

NOVEMBER 18, 2019

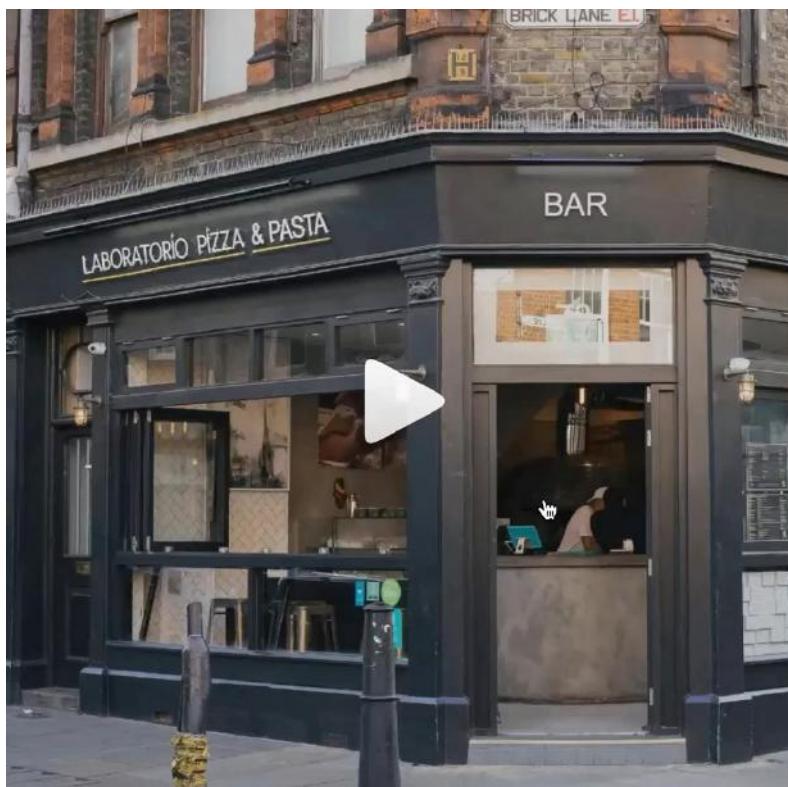
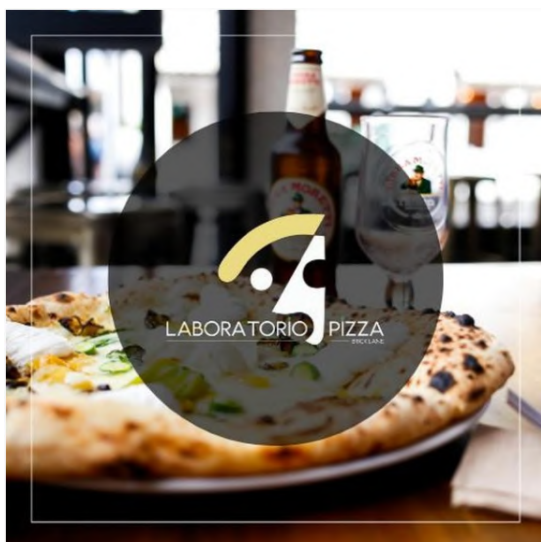
Add a comment...

Post



Laboratorio Pizza

Laboratorio Pasta's sister restaurant in the heart of Shoreditch. I managed their Instagram and Facebook channels, creating compelling posts advertising their restaurant on a daily basis. Here is a small sample of the posts and videos I made.



 **laboratoriopizza** • Follow ...

 **laboratoriopizza** Always wanted to jet off to Italy but never had the time? At Laboratorio Pizza, we bring Italy to you. And with a location as central as ours, you don't need to go far to experience exceptional, authentic Italian cuisine. . #pasta #pastaitaliana #pizzaiolonapoletano #pizzaiolo #pizza #pizzatime #pizzamania #pizzapizza #pizzeria #pizzagourmet #pizzaitaliana

38w



192 views

DECEMBER 2, 2019

Add a comment...

Post

ELAD Network

I managed the Instagram, Facebook, Twitter, and LinkedIn profiles of a Blockchain consultancy service in London. I met weekly with the CEO to put together a schedule that consisted of their latest news, photographs of events attended, and industry insights. Here are some copywriting samples from Facebook and Instagram.




elad_network Follow

299 posts 12.3k followers 1,548 following

ELAD Network
Our vision is to provide a platform allowing people from all walks of life to gain access to the property ladder using Blockchain.
elad.network
dashboard.eladnetwork.io



 **elad_network** • Follow

 **elad_network** Buy 500 ELAD tokens and get a rate of 0.00100 ETH for 1 Month only.
Keep up with our sale! Our new price tier drops on the 1st April, and will be available until 1st May. This entitles you to a Token Price of 0.00100 ETH with a minimum purchase of 500 ELAD
Go over to the dashboard to see all the details and purchase your tokens now:
<https://dashboard.eladnetwork.io/login>



2,141 likes

MARCH 15, 2020

 **ELAD Network**
2 July 2020 · 🌐

Cloud services are becoming the vanguard of solutions for businesses to overcome the challenges they face with the global pandemic.

Don't let your business get left behind.


ELAD Tech can implement the necessary technical infrastructure and corporate governance to overcome Coronavirus, and pave a way for a better future with a cloud and blockchain based solution.

Get in touch with us via LinkedIn or at info@elad.network now!

Discover our Blockchain consultancy site: eladlabs.com

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[#sustainablebusiness](#) [#cloud](#) [#businessreview](#) [#learning](#) [#codifying](#)
[#fastchange](#) [#change](#) [#adaptability](#) [#flexibility](#)
[#corporategovernance](#) [#crisis](#) [#crisismanagement](#) [#employees](#)
[#update](#) [#chaos](#) [#eladtech](#) [#elad](#) [#technology](#) [#newtechnology](#)
[#infrastructure](#) [#invest](#) [#adapt](#) [#grow](#) [#sustainable](#) [#thrive](#)

 **elad_network** • Follow

 **elad_network** Do you know how poised your business is to tackle disruptions from Coronavirus?

ELAD Tech can provide a thorough business health check up to let you know exactly how your business is faring, which areas of your business need help, and which need some urgent attention right now. This report could be the lifeline and guidelines you need to steer your company through the pandemic, and we can help implement survival strategies too.
Get in touch with us today at info@elad.network

Discover our Blockchain consultancy site: eladlabs.com
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[#corporateinfrastructure](#) [#business](#)
[#sustainablebusiness](#) [#cloud](#)

Livetree

Livetree is a VOD service with a focus on UN sustainability development goals and social progress where I was social editor. As well as creating trailers of their content to post frequently across all social media channels (Facebook, Instagram, Twitter, LinkedIn, and Youtube), I created microblog carousels for Instagram. Here are a few examples of this work.



Be a good neighbour

Check in to make sure neighbours have what they need, especially older or more vulnerable neighbours.



Share kind words

Wish passers-by a good day from an appropriate distance, have conversations and check in on colleagues more, tell your family and friends how much you love and appreciate them.



Support local businesses

We will say this time and time again. Support businesses that are hard hit by coronavirus, buying takeaways or gift cards for later use.



Follow social isolation rules

Give people their space when out in public - but don't make negative assumptions about others. Keep a respectful distance.



Get in touch

Call up or send a letter to someone you haven't spoken to for a while. Ring someone who is alone, or video call them.



Help out

Help with household chores or see if one of your elderly or more vulnerable neighbours could use a helping hand with some social distance friendly tasks.



Be generous

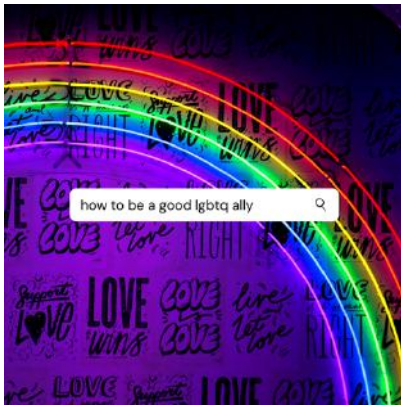
Don't take more than what you need when shopping, and if you do have extra, consider donating it to people who may need it.



Be kind to yourself

Use this time to practice self-love. Give yourself a break from social media, prioritise "me time", do things you enjoy. Keep a gratitude journal and keep track of your kind acts. Kindness is contagious and it starts with you.





There is a difference between slapping rainbow branding on a product and demonstrating powerful examples of allyship.

Here's what a good



looks like:

Listen to those within the community

Don't be afraid to ask your LGBTQ-identifying friends and family questions, and have real conversations about their experiences. If an LGBTQ person corrects a pronoun slip-up or your understanding of an issue, listen to them without getting defensive.



Unlearn historical messaging

Identify, unpack and challenge stereotypes and unconscious bias. Think back on information you have been taught before; does this reflect the people you know that are LGBTQ?



Learn and use correct and inclusive language

Never assume someone's gender identity or sexual orientation. Ask if you're unsure and if it's appropriate.



Check your privilege

Use your platform and privilege as a straight person to boost LGBTQ voices. Do not compromise on LGBTQ issues.



Speak up or intervene

Don't tolerate anti-LGBTQ jokes or statements expressed in your presence. Speak up and defend your LGBTQ friends against discrimination. Actions always speak louder than words.



Educate Yourself

Have conversations with diverse LGBTQ people and learn about their experience and their history, but be willing to learn on your own too. Research yourself. Read LGBTQ authors or watch documentaries and films.



LGBTQ people are all different and have their own definitions of allyship.



Go against discrimination, lift up marginalised communities, and always challenge Homophobia, Biphobia, and Transphobia.

Why is it important to protect our oceans?

Our oceans provide at least a sixth of the animal proteins people eat. Ingredients from the sea are also found in surprising foods such as peanut butter and soymilk.

Living oceans absorb carbon dioxide from the atmosphere and reduce climate change impacts.

Our oceans cover 70% of the Earth's surface and transport heat from the equator to the poles, regulating our climate and weather patterns.

The ocean produces over half of the world's oxygen and absorbs 50 times more carbon dioxide than our atmosphere.

Marine life impacts our resilience to climate change. For example, coral reefs provide coastal communities with important protection from storm surges.

Many medicinal products come from the ocean, including ingredients that help fight cancer, arthritis, Alzheimer's, and heart disease.

The sea provides us with endless opportunities for recreation, and is a beautiful resource full of life that sustains our life as we know it.