

# SOPHIE PARROTT

JOURNALIST, EDITOR & CONTENT PRODUCER

✉ [sophie\\_parrott5@hotmail.co.uk](mailto:sophie_parrott5@hotmail.co.uk)

☎ 07473 640961

🌐 <https://www.linkedin.com/in/sophie-parrott-b0a71112a>

📄 <https://sophieparrott.journoportfolio.com/>

## PERSONAL STATEMENT

An award-winning journalist, editor and branded content specialist with a strong commitment to producing high-quality, multi-format content that drives results. A first class journalism degree holder with eight years of experience working across B2B HR journalism, content marketing and branded content. An individual with creative flair, exceptional editorial storytelling skills and outstanding stakeholder management and interpersonal capabilities.

## JOURNALISTIC EMPLOYMENT AND EXPERIENCE

**Vitality** July 2025 - present (1-year FTC)

*Workplace Wellbeing Content Specialist*

- Owning the content calendar, drawing on awareness days and strategic messages to drive the editorial storytelling approach.
- Experience working in a regulated environment to write, edit, proof and deliver high-quality copy for a B2B audience.
- Growing the Healthy Business Hub (content hub for employers) QoQ, including **total page views increasing by 65% in Q4**.
- Working with various stakeholders to ideate, develop and deliver content that aligns with the broader marketing strategy.
- Playing a pivotal role in the development of employer content and other strategies to amplify key messages.
- Collaborating with the SEO team to enhance the website's search performance and improve overall website navigation.

**Speak Media UK** October 2022 - April 2025

*Senior Content Producer/ Acting Managing Editor*

- Independently researching, writing, editing and fact-checking brand-aligned content for clients such as Barclays and ISS.
- Translating complex subjects into human-focused narratives.
- Collaborating with clients to refine copy briefs, define delivery timelines and proactively manage stakeholders.
- Supporting clients to oversee editorial content calendars.
- Supervising a small content team, managing project workflows and providing mentoring and training support.
- Commissioning and briefing freelancers to meet project needs.

**Executive Grapevine International** August 2021 - October 2022

*myGrapevine Editor (magazine & digital editor)*

- Driving content creation for the myGrapevine magazine, collaborating with design teams to bring articles to life.
- Proactively writing audience-centric copy for a dedicated HR audience and creating membership content for myGrapevine+.
- Owning the magazine's content calendar, drawing on relevant events, brand goals and my HR knowledge to map out topics.

**Executive Grapevine International** July 2018 - August 2021

*Staff Writer (Promoted to Online Editor) - HR Grapevine*

- Setting the daily news agenda and compiling the newsletter.
- Producing multi-media content including news, features, long reads, video features and pieces for the digital magazine.
- Playing a key role in securing HR and Benefits Publication of the Year at the 2020 Willis Towers Watson Media Awards.
- Hosting The HR Grapevine Podcast and chairing live webinars.

## CONTENT SKILL SET

- Creating multi-format content
- Scripting episodes and hosting podcasts
- Hosting live webinars
- Generating fresh content ideas
- Networking and relationship building
- Search Engine Optimisation (SEO)
- Managing and developing content calendars
- Reviewing data analytics and refining content output
- Identifying key topic areas, staying abreast of trends and analysing competitor activity

## DIGITAL CONTENT SKILLS

- Bitly, Hootsuite and Mailchimp
- X, Instagram, Facebook and LinkedIn
- Effective use of SEO
- InDesign and Photoshop
- Knowledge of Premiere Pro
- Knowledge of CMS systems
- Proficiency using Word, Excel, PowerPoint
- Proficiency using Adobe Workfront & Express

## ACHIEVEMENTS

- The HR and Benefits Publication of the Year at the 2020 Willis Towers Watson Awards.
- Shortlisted to take part in the Haymarket Project in 2016 to work with Ferrari.

## EDUCATION

First Class Bachelor of Arts with Honours in Journalism 2015 - 2018 Kingston University

- 3 A levels - English Language, Business Studies, Geography
- GCSEs - 9 A\* - C

## WORK EXPERIENCE

- Drapers Online
- People Management/ Haymarket Media Group
- ESTILA
- The River (KU student newspaper)

**References available on request.**