

Sophia Nienke *Marketing Manager*

SOPHIA.R.NIENKE@GMAIL.COM | SOPHIANIENKE.COM | IN/SOPHIANIENKE | ATLANTA, GA

Strategic marketing manager with a knack for numbers. With 4.5 years of experience in media and design across in-house, agency, and freelance environments, I am adept at problem-solving and visual communication. If you're looking for someone who waits for direction or regurgitates the same templates, that's not me. I'm looking for a company that values initiative, quality, and collaboration as much as I do; does that sound like you?

AREAS OF EXPERTISE

Technical: Adobe Creative Suite, Microsoft Office, G Suite, Canva, AI & LLMs, Salesforce, HubSpot, Mailchimp

Skills: Media Planning & Buying, Campaign Reporting, Performance Analytics

Certifications: Meta Media Planning/Buying (2024), Google Ads Measurement (2024), Basis Media Essentials (2023)

KEY ACHIEVEMENTS

- Increased DRSIR's website traffic from paid social by **7,241.7%** YoY through strategic campaign planning and targeting.
- Grew social engagement by an average of **3,044%** and followers by **95.7%** across MoonBeam's social media channels.
- Developed and launched integrated advertising campaigns for a new residential community, generating **220+** qualified leads.
- Streamlined **430+** requests (since Q1 2026) by creating a Marketing Hub integrating Wix, Typeform, and Monday.com.

PROFESSIONAL EXPERIENCE

MoonBeam Land Company

Remote

Fractional Marketing Director

December 2025 – Present

- Plan, design, publish, monitor, and analyze content operations across social and email platforms.
- Raised followers (avg. +95.7%), page visitors (avg. +59.4%), and engagement (avg. +3,044%) on all profiles.
- Identify and implement opportunities to streamline creative operations, improving efficiency and output.

Daniel Ravenel Sotheby's International Realty

Savannah, GA

Full-Time Marketing Manager

September 2024 – Present

- Own a high volume of digital and print projects for 130+ agents, maintaining the brand standards and stewardship.
- Manage \$11K+ in Meta advertising campaigns, tracking and reporting on KPIs and campaign performance.
- Built and optimized a centralized Marketing Hub that has streamlined 430+ marketing requests, reduced administrative overhead, and created a self-service resource center for agents.
- Collaborate cross-functionally with operations, sales, and vendors to align priorities and ensure quality delivery.

Bloom Consulting Firm

Savannah, GA

Full-Time Media Planner & Buyer

July 2023 – February 2024

- Stepped into a newly established role, independently developing and executing paid media campaigns; analyzed performance and presented reports directly to clients.
- Crafted brand messaging for clients across various industries, aligning business goals and audience interests.
- Managed relationships with key media partners, internal stakeholders, and clients to establish trust and rapport.

SO+CO Creative Services

Remote

Freelance Graphic Designer & Marketer

December 2022 – September 2024

- Translated client objectives into marketing strategy and visual solutions for brand development.
- Supported clients across 8+ industries, adapting strategy to varying brands, audiences, and project goals.
- Delivered print, digital, social, and paid media campaigns for businesses ranging from nonprofits to local franchises.

EDUCATION

Georgia Southern University

Savannah, GA

Bachelor of Arts, Studio Art

August 2019 – July 2022

Early Graduate, Magna Cum Laude, President of Art at Armstrong