



Sonia Klug

2 Warboys Crescent, London E4 9HR
T: 07957587517 E: soniaklug01@gmail.com

Copywriter Content Strategist

I'm a versatile writer with 17 years' experience of helping brands, including Nikon, BSI, BMW, WWF and TUI to engage their customers with fresh ideas, good stories and persuasive writing. I'm fluent in three languages and adept at dealing with international clients as well as sourcing ideas, content and interviews from all over Europe.

Skills

Copywriting: I am quick to grasp a brief and confident when tackling complex subjects, always keeping in mind the brand's as well as the consumers' needs.

Ideas and strategy: I enjoy developing ideas and strategies with an eye for the bigger picture. I also have the focus and tenacity to deliver them.

Digital media: I keep up to speed with SEO, social media and latest trends and technologies. I'm well versed in Google Ads as well as Google Analytics.

Management: I am organised and a good timekeeper and communicator with extensive experience managing freelance contributors.

Languages: I work in English but am also fluent in German and Spanish

Experience

Copywriter and Content Strategist

October 2017 to date

I contribute to *Nikon Pro* magazine and am currently involved in a couple confidential ghostwriting projects and pitches

Various editing positions at Cedar Communications Ltd

January 2001 to September 2017

I started as the assistant editor on various titles and I worked up to the editorship of *Nikon Pro*, an award-winning European photography magazine. Working for different clients, I used fresh ideas and persuasive writing to make content marketing count.

- I excelled at generating ideas and writing content, and sourcing features, photos and videos.
- I enjoyed the challenge of turning complex, technical work into helpful and captivating features.
- I managed the day-to-day running of the magazine and its four language editions.
- I was heavily involved in the magazine's social media and PR strategy, contributing ideas and increasing the magazine's profile.

Journalist/photojournalist (freelance)

1998 to 2000

Clients included newsstand magazines such as *EuroBusiness* and *Pet Reptile* magazine, and other clients such as the Home Office and the North Kensington Amenity Trust.

Education

Birkbeck, University of London – **MRes in Law and Human Rights**

2004-2006

London College of Communication – **Postgraduate Diploma in Photojournalism**

1998-1999

University of Westminster – **First class BA in Film, Video and Photographic Arts**

1995-1998