

SOPHIA AMODIA

Executive Coordinator | Operations Director | Digital Strategist

PROFESSIONAL SUMMARY

Executive Coordinator and Digital Strategist with 9+ years of experience in optimizing operations and elevating brand identity across various sectors. Expert in utilizing social media, SEO, and Adobe Suite to drive measurable brand growth and enhance project management efficiency. Known for fostering innovation and collaboration, delivering impactful results with strategic foresight and attention to detail.

EMPLOYMENT HISTORY

OPERATIONS DIRECTOR / CREATIVE DIRECTOR

Empyrean Wealth Group, LLC

2022 - Present
Beverly Hills, CA

- ♦ Executive-level support including scheduling, travel, and vendor liaison for business clients.
- ♦ Led operations, invoicing, client onboarding, and marketing strategies for growing portfolio.
- ♦ Streamlined tax filing and bookkeeping systems with QuickBooks, ADP, and Gusto.
- ♦ Created branded assets and digital marketing materials to support financial growth.
- ♦ Oversaw daily business operations, client accounts, branding, and design for 100+ clients.
- ♦ Directed full-service brand strategy, graphic design, social content, and multimedia campaigns.
- ♦ Managed budgets, payroll, contracts, and vendor coordination while ensuring project timelines.
- ♦ Provided executive and back-office support to founders, startups, and public figures. Analyzed operational workflows to identify bottlenecks, leading to optimized resource allocation and improved overall productivity.
- ♦ Fostered teamwork among departments to deliver cohesive branding and design solutions, resulting in stronger client satisfaction.
- ♦ Provided executive support with a focus on building strong relationships, contributing to a positive work environment and effective communication.
- ♦ Orchestrated comprehensive operational strategies, enhancing client onboarding efficiency and improving satisfaction across a diverse portfolio.
- ♦ Developed and implemented a streamlined bookkeeping system utilizing QuickBooks and ADP, leading to significant time savings and reduced errors.
- ♦ Analyzed and revamped operational workflows, identifying inefficiencies that resulted in optimized resource allocation and measurable improvements in productivity.

COO & CREATIVE DIRECTOR

The Source LA

2016 - 2024
Los Angeles, CA

- ♦ Designs graphics to enhance brand visibility, increasing social following by 30%.
- ♦ Ensures brand consistency in all communications, aligning with executive messaging.
- ♦ Coordinates content calendar and sponsorships, optimizing team workflows.
- ♦ Led strategic initiatives to enhance brand visibility, resulting in measurable improvements in client engagement and market reach.
- ♦ Spearheaded the development of a creative content strategy, driving substantial growth in audience interaction and brand loyalty.
- ♦ Analyzed campaign performance metrics to optimize content delivery, achieving noticeable results in audience retention and conversion rates.
- ♦ Coordinated cross-functional teams to streamline project workflows, ensuring timely execution of marketing campaigns and enhancing team synergy.
- ♦ Fostered a positive team environment by mentoring junior staff, promoting collaboration and professional development.
- ♦ Implemented innovative branding strategies that significantly enhanced market presence, leading to substantial improvements in client engagement.

EXECUTIVE COORDINATOR & CREATIVE DIRECTOR *WAVESCOOL Music Tech*

2019 - 2022
Palo Alto, CA

- ◆ Directed visual identity rebrand and investor presentations, enhancing brand recognition.
- ◆ Produced three major events with a \$5,000 budget, showcasing resourcefulness and creativity.
- ◆ Secured \$50K in influencer investment through immersive experiences, boosting company growth.
- ◆ Managed event production, vendor coordination, and budgeting, ensuring seamless execution.
- ◆ Led cross-functional team coordination, driving successful media, marketing, and operations outcomes.
- ◆ Conducted in-depth market analysis to refine event strategies, leading to noticeable improvements in audience engagement and brand visibility.
- ◆ Orchestrated large-scale events under budget constraints, achieving high attendee satisfaction and fostering strong community relationships.
- ◆ Developed unique visual storytelling techniques that enhanced investor presentations, resulting in increased funding opportunities.
- ◆ Fostered partnerships with vendors and influencers, streamlining event execution and enhancing overall brand reputation.
- ◆ Promoted teamwork and creativity within the team, cultivating an environment that encouraged innovative ideas and effective problem-solving.
- ◆ Spearheaded event production and vendor coordination, ensuring seamless execution and achieving high attendee satisfaction.

PRODUCTION ASSISTANT | VISUAL & AUDIO DESIGNER *Disney*

2018 - 2019
Burbank, CA

- ◆ Developed budget presentations and pitch decks for executive review, enhancing decision-making.
- ◆ Facilitated production meetings and managed timelines, ensuring seamless team collaboration.
- ◆ Acted as a liaison between creative and executive teams, improving communication and project flow.
- ◆ Designed engaging visual content for executive briefings, enhancing clarity and driving impactful decision-making.
- ◆ Streamlined communication between creative and executive teams, resulting in improved project timelines and enhanced collaboration.
- ◆ Evaluated production workflows and identified bottlenecks, implementing solutions that led to marked gains in efficiency.
- ◆ Developed visually compelling pitch decks that effectively conveyed project narratives, securing buy-in from stakeholders.
- ◆ Fostered a collaborative environment during production meetings, promoting idea sharing and ensuring all voices were heard.
- ◆ Evaluated production workflows, identifying inefficiencies and implementing strategic solutions for noticeable gains in project turnaround times.

EDUCATION

TRADEMARK LAW CERTIFICATION *University of Pennsylvania*

2023

BUSINESS ADMINISTRATION *Pasadena City College*

2018

COMPUTER SCIENCE *Michigan State University*

2012

SKILLS

Executive Support (*Expert*), Project Management (*Experienced*), Brand Direction (*Expert*), Adobe Suite (*Expert*), Canva (*Expert*), Figma (*Experienced*), Bookkeeping (*Experienced*), Payroll (*Experienced*), Wix (*Expert*), Webflow (*Expert*), Shopify, WordPress, Salesforce, GSuite, Slack, SEO, Social Media, Event Planning, QuickBooks, ADP, Gusto, Team Leadership, Digital Marketing, Budget Management, Customer Relations, Content Creation.

LINKS

Portfolio: www.sophiaamodia.com.

REFERENCES

Terrence Betties, Seeded Inc (info@seededinc.org); **Nicolasa Woodson**, Woodson Works ((810) 874-0099); **Dustyn Hiatt**, vvundertone (dustynhiatt@gmail.com).