

Sophie Partlow

info@sophiepartlow.com | sophiepartlow.com/hire | 926 E. John Street, Matthews, NC 28105 | 704 313 9114

Profile

Strategic Marketing Executive and Digital Communications Leader with 20+ years of experience in education, nonprofit, and mission-driven organizations. Proven success in developing B2B and B2C marketing strategies that drive growth, strengthen brand voice, and engage educators, policymakers, families, and philanthropic partners. Adept at leading cross-functional teams, building scalable marketing systems, and aligning campaigns to meet revenue and advocacy goals. Recognized with national PR and social media awards, with a deep background in crisis communications, equity storytelling, and audience-centered innovation.

Experience

VICE-PRESIDENT, MARKETING & COMMUNICATIONS | UNBOUNDED – REMOTE – 10/2021 - 11/2022

- Hired and developed the marketing team from the ground up, managed a bevy of contractors, and oversaw multimillion-dollar budgets, using analytics-driven decision-making to support organizational growth.
- Directed all marketing and communications for Standards Institute events, multi-day national conferences for educators, including event branding, signage, sets, slideshows, AV, registration, social media, and app.
- Served on event planning and keynote selection committees, negotiating with speakers, locations, and vendors to save tens of thousands of dollars while maintaining fairness and exceptional production quality.
- Partnered with the Sales Team to develop B2B demand generation strategies targeting key district decision makers, driving sellout conference attendance and program adoption in school systems across the country.
- Implemented HubSpot as the organization's new website host and central marketing platform, overseeing CRM, social media, email campaign, blog, and analytics management to track and optimize engagement.
- Co-designed and developed product marketing plan for the "Digital Ecosystem" SaaS tool to grow and support the educator community, securing over 600 beta signups with a 93% onboarding rate at launch.
- Led crisis communications and PR strategy in response to anti-CRT and "anti-woke" sentiment, particularly surrounding an in-person event in Florida, protecting brand reputation in a politically charged climate.
- Produced and scaled thought leadership content, such as "The LP: Literature in Practice" podcast (breaking records for educational podcasts on iTunes/Spotify), internationally delivered webinars, and white papers.
- Drove cross-departmental collaboration by creating a marketing request form and ticketing process that streamlined intake and integrated seamlessly into the customized project management system, ClickUp.
- Played a key role in organizational change management, particularly surrounding communications, brand redesign, PR, and earned media opportunities for the company's merger with Pivot/CORE Learning in 2022.

VICE-PRESIDENT OF COMMUNICATIONS + TECHNOLOGY INNOVATION | HARVEY B. GANTT CENTER FOR AFRICAN-AMERICAN ARTS + CULTURE – CHARLOTTE, NORTH CAROLINA – 12/2020 - 04/2021

- Developed and implemented comprehensive marketing plans for the brand, all events, and key initiatives.
- Drafted an effective earned media strategy. Managed media and public relations, drafting press releases, building journalist relationships, securing coverage, and cultivating local and national outlet partnerships.
- Directed full suite of digital communications, overseeing website content, email marketing campaigns (increasing open rates by 27% and click-through by 52%), and social media; spearheaded developing a presence across multiple emerging platforms (TikTok, Reddit, Clubhouse, Twitch, Discord, etc.).
- Implemented excellent writing and editing skills to craft high-profile organizational messaging, including press releases, articles, and op-eds for national publications, as well as public statements on sensitive issues.
- Enhanced visitor and donor engagement by incorporating touch screens to upgrade in-person experiences, and instituted systemic improvements to the complete technology infrastructure (internet, VOIP, IT systems).
- Migrated the Gantt Teacher Institute, professional development opportunities designed to help educators build more equitable classrooms through art, to a fully remote experience due to the COVID-19 pandemic.

DIRECTOR OF DIGITAL COMMUNICATIONS | CHARLOTTE-MECKLENBURG SCHOOLS – 08/2013 - 11/2020

- Directly liaised with the Board of Education, Superintendent, Chief of Staff, Chief of Communications, CMS Police Chief, 176 principals, and over 90 department leads for digital communications from routine to crisis.
- Helped mitigate emergencies, like school shootings and the COVID-19 pandemic, by creating bidirectional crisis communications mechanisms to better engage with stakeholders and deliver pertinent information.
- Planned, implemented, operated, and maintained a multifaceted digital communications architecture for one of the nation's largest school districts, servicing over 19K employees, 148K students, and the county.
- Developed custom web portals and integrated technologies, like Microsoft SharePoint, Blackboard, Wix, Meltwater, Hotjar, Slido, and SEMrush, to better provide and assess remote learning and family engagement.
- Managed the primary website and sister sites, all social media platforms, mobile apps, internal and external newsletters, podcasts, live streaming, and digital outreach tools with a departmental budget of \$1.2M/FY.
- Called upon HTML, CSS, JavaScript, .NET, and PHP skills to facilitate two separate website transitions of over 2,000 content pages that consisted of 90 department sites and 176 school sites within a 6-month time frame.
- Supervised the Communications Department's content creation group and co-led team of ten professionals from IT. Designated sole project manager to manage 200 webmasters during and after two site transitions.

OWNER | SEMPLIMITED – CHARLOTTE, NORTH CAROLINA – 05/2004 - 06/2019 + 01/2023 - PRESENT

Owner of boutique marketing firm delivering web development, SEO, marketing, earned media, public relations, branding, social media, content creation, paid and organic advertising campaigns, consulting services, and more for a wide variety of companies, ranging from local small businesses to global enterprises.

- Developed and executed integrated marketing strategies for education, nonprofit, and SaaS clients that supported enrollment, adoption, and fundraising growth.
- Built B2B campaigns targeting schools and districts, including CRM systems, educator-focused courses, and SaaS platforms that sold out immediately upon launch.
- Directed brand development and rebranding initiatives, from identity and messaging to website launches and national earned media campaigns.
- Produced thought leadership content—podcasts, webinars, video series, and blogs—that positioned clients as trusted voices in equity, literacy, and mental health.
- Managed digital marketing and PR campaigns across SEO, paid/organic social, email, press outreach, and content syndication, driving measurable audience engagement.
- Spearheaded event and campaign marketing for grand openings, national conferences, and public launches, ensuring strong community and media visibility.
- Led cross-functional creative teams (designers, developers, strategists), overseeing projects from concept through execution while mentoring junior staff and contractors.
- Consulted on reputation management and crisis communications, delivering rapid-response messaging strategies in politically charged or high-stakes contexts.

Notable clients include:

- **Beyond1** – Built a B2B marketing plan, CRM, and SaaS website featuring custom interactive restorative justice and social-emotional learning courses for K-12 educators nationwide. District signups doubled targets and courses sold out immediately, showcasing strong education equity and digital adoption.
- **Write On! Tutoring** – Launched this Florida-based literacy company with a new website, CRM, social media presence, and earned media campaign that drove demand so successfully they had a waitlist within weeks.
- **Digicators** – Partnered with a collective of educators, administrators, and curriculum specialists to provide communications and marketing support for district-level consulting services nationwide.
- **Be More Foundation** – Supported this nonprofit's mission to expand teens in Title I middle and high schools' media literacy, educational equity, and self-empowerment by providing pro bono brand, website, social media, and video production services. The initiative grew from servicing one to seven schools in three years.

Education

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

<i>Graduate Certification:</i> Psychology - Cognitive Neuroscience	2018
<i>Master of Science:</i> Informatics - Project Management	2016
<i>Graduate Certification:</i> Management of Information Technology	2012
<i>Bachelor of Science:</i> Business Administration - Marketing	2005

Skills

- Organic and PPC marketing
- Excellent writer and ghostwriter
- PR strategy development
- Web design and development
- Leader of large and small teams
- Email marketing & newsletters
- Crisis communications
- Social media expert
- Media contacts management
- Analytics gathering and analysis
- Systems implementation
- Internal communications
- Content ideation and creation
- Photography & videography
- Project & product management

Proficiencies

Editing & Design	Adobe Creative Cloud Suite, Photoshop, Illustrator, InDesign, Lightroom, Spark, Publisher
CRM & PM Tools	HubSpot, Salesforce, Zendesk, Zoho, Insightly, Klaviyo, ClickUp, Monday, Asana, Meister
Generative AI	OpenAI ChatGPT-4o, DeepSeek, Grok, Brain MAX, Claude, Gemini, MidJourney, Descript
Docs & Presenting	PDFs, Pages, Microsoft Office Suite, PowerPoint, Keynote, Visme, Google Slides, Mindmaps
Web and SEO	HTML, PHP, CSS, JavaScript, Wix, SquareSpace, WordPress, SharePoint, SEMrush, Analytics
Video Editing	Premiere, AfterEffects, Audition, Motion, Avid, Final Cut Pro, VideoLeap, Spark Video, Aero
Social Media	Business, Ad, Developer, Analytics: Meta, TikTok, X, LinkedIn, YouTube, Twitch, Alt Tech

Awards

Wix Stunning Award	<i>Website Design</i>	2018
NC School PR Association Gold Awards	<i>PR, Social Media</i>	2015-2019
Black Wednesday Award	<i>Social Media</i>	2016
Charlotte Magazine's Best of the Best Award	<i>Social Media</i>	2015

Affiliations

Member, Leadership Charlotte - Class 39	2018-2020
Board of Directors, Children and Family Services Center/Ascend Nonprofit Solutions	2020-Present
Board of Directors, American Lung Association	2020-Present
Board of Directors, Be More Foundation	2014-2021
Board of Directors, City of Charlotte Small Business Advisory Council	2016-2019
Volunteer, North Star Reading Program	2016-2020
Volunteer, Foster Village	2018-Present
Volunteer, Second Harvest Food Bank	2017-Present

References

Donald Tate, CMS & UnboundEd Director, Marketing & Communications donald@middlegraymedia.com (704) 281-2211	Shaterika Parks, UnboundEd Director, Human Resources shaterikaparks@gmail.com (704) 401-9431	Chris Matthews, RCG Counseling Founder and CEO - Client info@rcgp LLC.com (704) 712-1696
--	---	---

More references are available upon request or by visiting sophiepartlow.com/hire.