

Sophia Tulp

New York, New York

sophiatulp@gmail.com

Audience Engagement Journalist

I leverage tailored social promotion, smart headline writing, engaging curation and SEO expertise to lead teams who ensure audiences connect with journalism in habitual and new ways, particularly on the weekends.

Expertise

Parse.ly, Google Search Console, & Taboola **analytics tools**

Tailored **off-platform promotion plans**, emphasis on enterprise, investigations and counterprogramming

- Instagram, Facebook, LinkedIn, X, WhatsApp +

Adobe Creative Suite & social visuals: InDesign, Photoshop, Premiere Pro, Canva +

Smart, engaging and clickable **headline writing** and A/B testing + push notification writing

Honors & Awards

LEAD @ AP Fellowship

Among 25 employees globally accepted into the competitive inaugural program. The 6-month leadership accelerator included management training with AP executives and industry leaders from the Poynter Institute and beyond, with an emphasis on leading diverse and inclusive teams.

2020 Midsouth Regional Emmy Nominee - Documentary

Producer: "With Infinite Hope: Martin Luther King and the Civil Rights Movement"

Education

Ithaca College **2015-2019**

B.A. Journalism

Park Scholarship Program

Full, 4-year scholarship for excellence in leadership, service and communications

Experience

THE ASSOCIATED PRESS

SEPTEMBER 2023-PRESENT

NY, NY

Weekend Audience Engagement Supervisor

- I create and implement AP's audience engagement strategy for weekends, including developing workflows and managing a team of rotating weekend staffers.
- I make decisions on social promotion, social visual creation, homepage curation, headline writing, story-level SEO and audience-experience enhancements to stories.
- I approve and edit breaking news push notifications, social posts and website banners.
- I also serve as the backup newsletter writer for AP's flagship product Morning Wire.

MARCH 2023-SEPTEMBER 2023

NY, NY

Audience Engagement Editor

- Curated and promoted AP content on and off-platform, including creating social and site plans for major enterprise and visual content.
- Developed digital-first story ideas based on audience insights and search trends and used social listening and analytics tools to compile reports and make informed news decisions.
- Sharpened and tested headlines for different audiences.

AUGUST 2021-MARCH 2023

ATL, GA

Misinformation Reporter & Editor

- Produced daily fact-checks that corrected viral misinformation and enterprise stories that illuminated trends and motivations behind these campaigns.
- Pitched, assigned and edited colleagues' stories and coached them through the story process.
- Used digital forensic tools to verify photos video and audio and monitored online trends and discourse

JUNE 2019-JULY 2021

ATL, GA

News Associate

- Covered news across the U.S. South Region and beyond, including stories on COVID-19, the 2020 election, the 2020 protests and more. Other duties included: Rotations as a national editor and weekend supervising editor and crafting social posts and push notifications.