

# PORTFOLIO

SOPHIE HUNT

THE WILDFLOWER MEDIA





# Introduction

## *About me*

Hi! I'm Sophie — a creative who's always loved capturing moments through photos and videos. Ever since I can remember, I've been drawn to storytelling — finding beauty in the small details, editing footage, and bringing ideas to life through visuals. I love exploring new ways to express creativity, whether that's behind the camera, in the editing room, or brainstorming fresh concepts that connect with people.



# Education

## Digital Marketing & Analytics

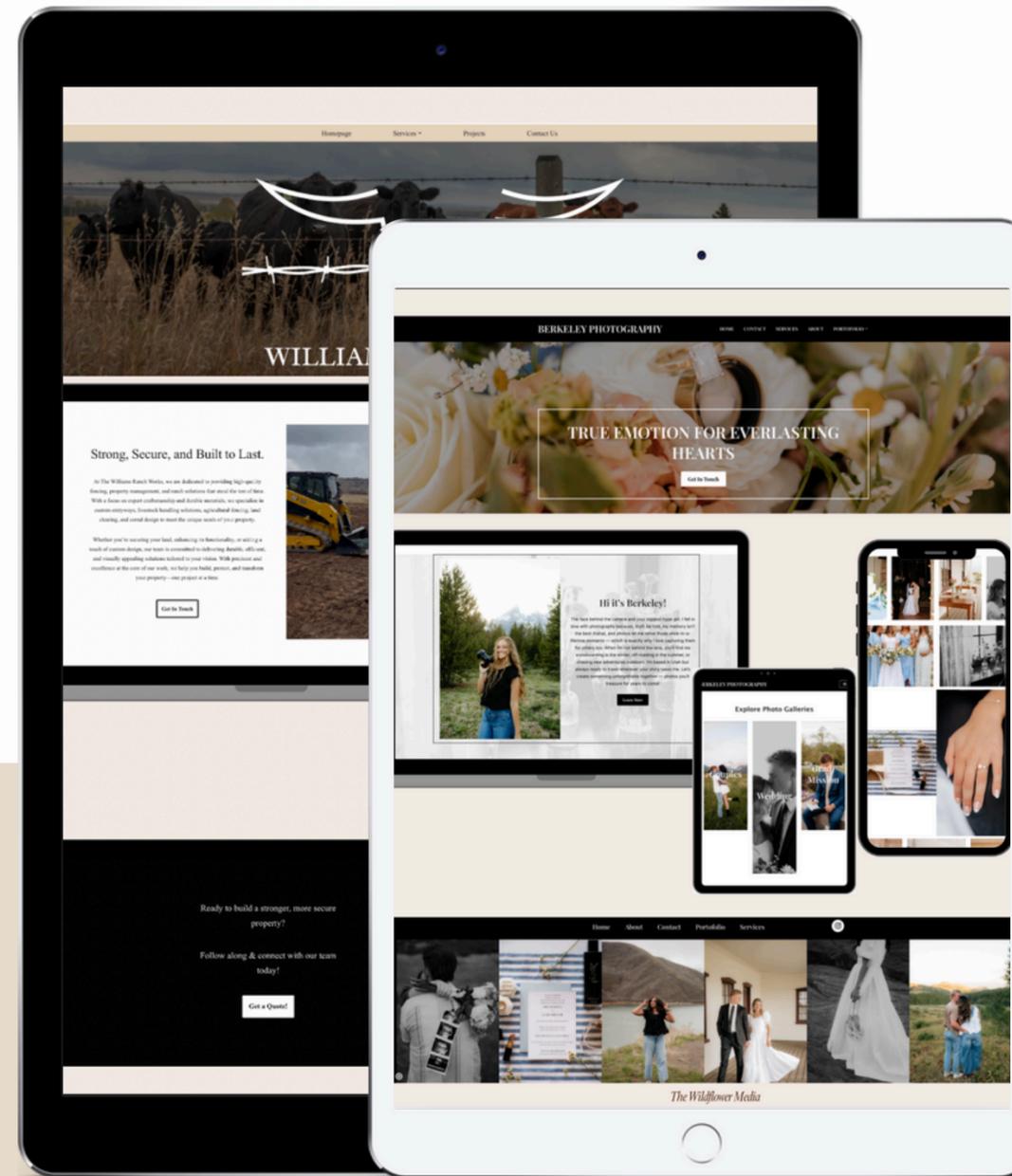
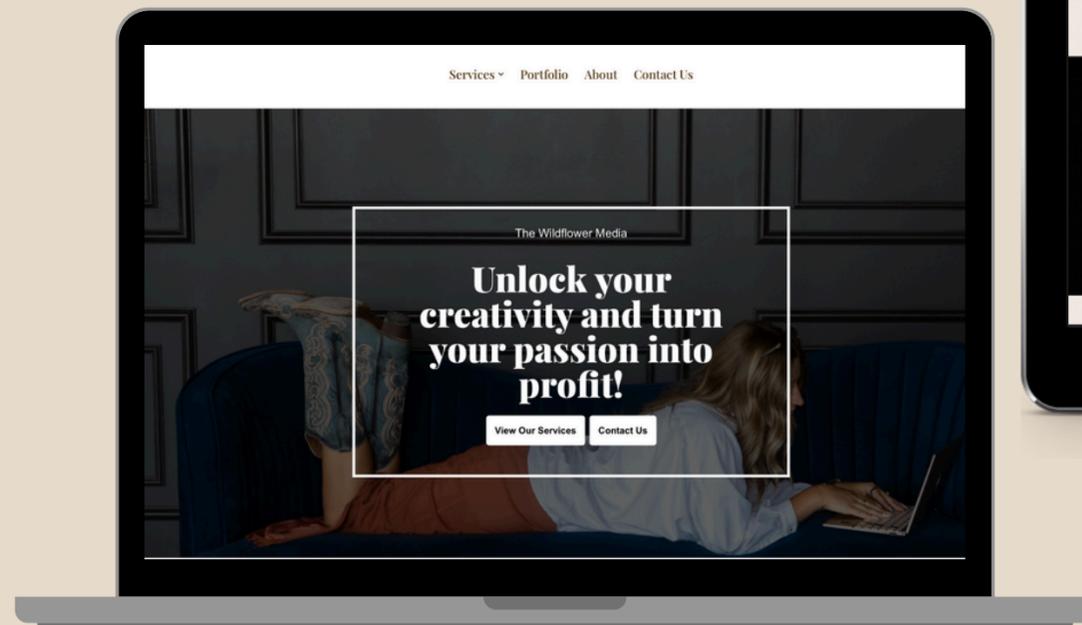
2024-2025 Mountainland Technical College

I attended Mountainland Technical College, where I completed the Digital Marketing and Analytics program and focused all of my schooling on marketing. During my time there, I gained hands-on experience in social media marketing, content creation, branding, SEO, and data analytics. The program allowed me to combine my creativity with strategy, helping me learn how to design, analyze, and optimize digital campaigns that make an impact.



# Website Design

As part of my work experience, I had the opportunity to design and build three websites – including my own. Through this process, I learned how to create visually appealing, user-friendly designs that reflect each brand's personality and goals. From layout and color palettes to copywriting and functionality, I handled every step of the design process. This experience strengthened my skills in web design, branding, and digital storytelling while giving me a deeper understanding of how design impacts a viewer's overall experience.



# Social Media

## ● @squeegeeboysdetailing

*I manage social media and content creation for Squeegee Boys Detailing, where I plan, film, and edit videos that highlight the team's personality and quality of work. I focus on creating engaging, on-brand content that showcases the detailing process in a fun and relatable way, helping grow their online presence and connect with new customers.*

## ● @thecorndogcompany

*For The Corndog Company Utah, I create and manage social media content that captures the brand's fun, family-friendly vibe. From filming at events to designing posts that highlight their delicious menu and vibrant food truck atmosphere, I focus on creating eye-catching, community-driven content that helps the brand stand out online.*



# Content Creation

## Squeegee Boys Detailing



I film ads and create relatable, funny content for Squeegee Boys Detailing, capturing their energy and quality work through engaging, high-impact videos that reflect the brand's fun, hard-working vibe.

## The Corndog Company



I create fun, engaging content for The Corndog Company Utah, capturing their delicious food and upbeat, family-friendly vibe through videos that connect with their audience and bring the brand's personality to life.

# Content Creation

## Wedding Content



My vision for wedding content creation is to capture the genuine emotions, small details, and unforgettable moments that make each love story unique. I strive to create timeless, cinematic content that feels real and personal – not just documenting the day, but preserving the feeling of it. From candid laughter to quiet moments in between, my goal is to tell each couple's story in a way that's creative, heartfelt, and true to them.

# Photography

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Although I focus a lot on filming and editing videos, I also love capturing photos that tell a story. Photography allows me to slow down and notice the small details — the moments, emotions, and textures that bring a scene to life. Whether it's behind the camera shooting video or snapping the perfect photo, I enjoy creating visuals that feel natural, creative, and full of personality.



# Vision

- My vision for this company is to continue growing creatively while helping brands tell their stories in authentic and engaging ways. I want to build a space where creativity, strategy, and storytelling come together — producing content that not only looks great but also connects with people. My goal is to collaborate with businesses that value originality and bring their ideas to life through thoughtful visuals, impactful marketing, and a genuine passion for creativity.



# Personal Skills/ Certification

- MTECH Program Certificate in Digital Marketing & Analytics
- Google Adwords Certification
- Google Analytics GA4 Certification
- HubSpot Content Marketing Certification
- HubSpot Social Media Marketing Certification
- HubSpot Marketing Software Certification
- HubSpot Search Engine Optimization Certification
- HubSpot Email Marketing Certification



# Reference

References include the owners of Squeegee Boys Detailing, The Corndog Company Utah, and my instructor from Mountainland Technical College, who can all speak to my creativity, professionalism, and work ethic.

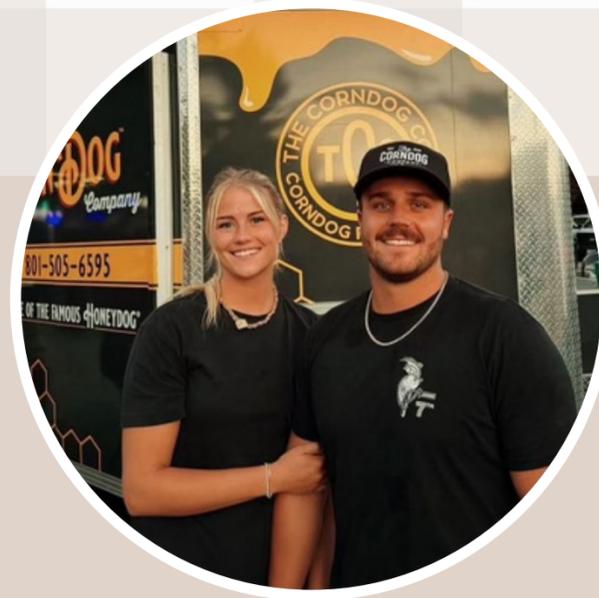


**Brandon Anderson**

Teacher

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# Let's Work Together

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