THE LOOP

of engagement

Post. Say something *sharp* and *specific*.

Listen. First to the human replies, then to the numbers. Metrics matter, but only when they mean something.

Synthesize. What did you learn? *The community holds distributed knowledge about what matters to participants.*

Iterate. Post again. Do it better this time. („• ˘ ᵕ - „) ✧



A PLOY FOR ATTENTION

(did it work?)

hire me <3

Surprise! This is a job application. A weird one, sure. The thing is...

⊹₊◇ ⋆ unorthodox results require unorthodox methods ⋆˙◇ ⋆.˚

Apparently "getting hired" has become an exotic outcome, yearned for by many but achieved by few. Indeed.com wasn't cutting it. I had to step up my game.

Marketing is the art of getting attention. Well, I got yours, didn't I? I must be pretty good. (>ᴗ•)✿

Of course, attracting just *anyone's* attention is pointless. So I request that you give this brochure to your boss, if you aren't one yourself. "Look at this crazy thing I found on the train," you could say.

what I do

Short version: content strategy + community marketing.

Longer version: I embed within technical communities and build trust, then leverage that into organic brand awareness, content distribution, and long-term mindshare.

Developers are allergic to marketing. They have a fine-tuned immune response to content that doesn't belong. Luckily, I know how to make **content that belongs**.

hit me up ☎

hello@sonya.email

www.sonyasupposedly.com
@sonyasupposedly

(Normal resume available upon request.)

as for *you*...

- making a **cool product**
- interested in **creative go-to-market tactics**
- you get that:

1) in today's attention economy, **boring = dead on arrival**
2) **brand narrative compounds like interest**, so you bring a Warren Buffett mindset to marketing

- you have **enough money** to pay me

the ideal job

High-autonomy role at a product-driven org, building connections with current and future users. Remote preferred.

Open to freelancing or trial-by-contract. **Let's talk!**