



NERF Brand Selects Chief TikTok Officer

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The NERF brand is thrilled to announce that Sophie Jamison (aka Sophie Lightning) of Nerfers101 has been hired as the NERF Chief TikTok Officer, with her first official day in the role also being today!

The very creative applicant field was narrowed down from over 1,000 submissions to 10 creators chosen to move onto the interview phase of the process. Each finalist had a half-hour interview with a panel of representatives from NERF Global Marketing, PR, and Social Communications. The Nerf team spent the time getting to know them on a more personal level, finding out what they love about TikTok, and how they'd combine their platform knowledge and love of Nerf into running the @Nerf TikTok account.

While it was a tough deliberation, Sophie's love for NERF and knowledge about what it takes to create compelling content on TikTok made her stand out from the rest. She is the embodiment of what this role is meant to be, and we're thrilled to officially welcome her to the NERF Team!

A little about Sophie, the NERF Chief TikTok Officer:

Sophie Jamison, known online to her many followers as Sophie Lightning or Nerfers101, is a social media influencer and digital content creator. With a passion for storytelling, Sophie creates original, creative, and entertaining content that captivates her growing audience of over 1.8M TikTok Followers. For many years, Sophie has shared her love for the NERF brand on her social media platforms becoming a go-to source for the latest brand news. Since 2020, she has taken TikTok by storm with her timely NERF news and camera magic editing skills.

In her free time, Sophie has been developing her own consulting company, focused on assisting other brands in building their online presence, as well as conducting motivational talks at schools around New England. As a motivational speaker, Sophie shares her own story, emphasizing the importance of authenticity and passion in pursuing life endeavors and achieving goals.

You can follow Nerf on TikTok [here](#).

