

eason

sydney

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Objective

I'm Sydney, a dedicated, creative, communications professional seeking an entry level position in an agency or corporate setting. I have gained valuable experience through numerous internships where I developed skills including project management, media relations, creative design and development, event planning and social media marketing. My experience and passion is working with travel and lifestyle brands.

Professional Experience

Missy Farren & Associates, Ltd. – Intern 6/14 – 5/15

- Developed social media content for lifestyle brands such as Roxy and Tonique Fitness
- Assisted in research and development for media pitches for clients lululemon, Target, Quiksilver, Ski Utah and Despi Swim
- Conducted competitive analyses for agency clients
- Helped with event preparation and execution (i.e. Roxy DC and Quiksilver Spring and Summer 2015 Product Launch)

Roving Eye International Film Festival – Graphic Design Project Manager 1/14 – 5/14

- Managed a team of three designers responsible for the creation of print, digital and social media banners
- Responsible for all earned media placements promoting the festival
- Festival Budget management
- Helped coordinate logistics for all venues

Friends of Linden Place - Public Relations Intern 9/13 – 5/14

- Developed content for social media channels to activate user engagement
- Managed earned media campaigns including writing press releases and actively pitching stories to traditional and non-traditional media
- Designed all printed materials including brochures and posters for Taste of Bristol fundraiser event
- Coordinated all food and wine vendors before and during the festival

Roger Williams Office of Communications - Communications Assistant 9/11 – 5/14

- Managed administrative tasks for communications staff including proofreading and editing
- Assisted with office organization

StyleWeek Northeast - Event Management 9/12 – 11/12

- Helped coordinate and implement the 2012 StyleWeek Fall showcase for young fashion designers
- Worked with event manager on all logistics from sourcing venues and catering to developing guest lists and assisting at shows

Leadership Activities

North East Affiliate of College and University Residence Halls - Regional Communications Coordinator

- NEACURH is a student run organization that strives to create communities and leaders among campus residence halls
- Served as mentor to members on leadership best practices and evaluated campus leadership programs
- Led a student leadership committee to impact policy on a national level
- Created media and public recognition for colleges throughout the Northeast region :

Public Relations Student Society of America – Secretary

- Managed executive board and developed local chapter's annual public relations plan
- Booked and coordinated logistics for public relations professionals to speak to student chapter
- Attended the 2013 National PRSSA conference in Philadelphia

2014 Pop Culture Association Conference – Presenter and Researcher

- Researched and presented findings on portrayal of cruise lines in US media at the annual PCA Conference in Chicago

Education

Roger Williams University, Bristol, RI

Bachelor of Arts Media Communications 2014

Major – Public Relations

Minors – Graphic Design and Dance

Relevant skills

Adobe Creative Suites, Microsoft Office, Prezi, Cision Point, IBM SPSS, Critical Mention, Issuu

Graphic Design and Writing Samples available upon request