

# Sydney David

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With a creative mindset and a sharp problem-solving spirit, I thrive in nurturing meaningful relationships with customers and forging partnerships that drive business expansion. My experience across various facets of industries has positioned me to flourish in diverse and dynamic environments.

## PROFESSIONAL EXPERIENCE

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**Kalyani:** New York, NY, *Co-Founder* | Sept 2022 - Present

- Kalyani is a vibrant, healthy-lifestyle community in the wellness and charity tech space, currently in stealth mode, that provides a mobile platform and digital tools for its members to track their growth journey and overflow back to the community.
- Spearheaded business development, partnerships and events, and software development.

**ClubFeast:** New York, NY, *Business Development Manager* | Sept 2021 - Apr 2022

- Executed impactful sales pitches, crafted product reports, and presented data about our food delivery app to potential prospects. This strategic approach heightened brand visibility to dozens of brands.
- Drove a 20% increase in food orders within a six-month period by successfully onboarding multiple major restaurant groups, including Wagamama, Juice Press, Joe & The Juice, IHOP, and more.
- Cultivated partnerships with WeWork communities to promote our app, driving an 8% increase in user sign-ups.

**Hyundai Genesis:** New York, NY, *Event Coordinator* | Mar 2020 - Sept 2021

- Orchestrated flawless execution during our high-profile events, maintaining a professional standard of attention to detail and customer service within a luxury setting.
- Delivered a series of compelling speeches to executives, including the Global COO of Hyundai Motor Group and the CEO of Genesis North America, outlining the vision for Genesis' new spaces in New York.

**ViacomCBS:** New York, NY, *Event Coordinator* | Apr 2019 - Mar 2020

- Supported the development of all consumer, trade, and industry events including screenings, premiere parties, festivals, and on-the-ground activations for Comedy Central, TVLand, and Paramount Network.
- Managed dozens of events simultaneously with numerous stakeholders and internal teams, demonstrating meticulous attention to detail and organization skills.
- Created and evolved one of the most successful activations at New York and San Diego Comic-Con for South Park which led to +224% more social media mentions than 2018's South Park Comic-Con activation.
- Led the coordination of events around the United States, including Comedy Central and Paramount Network's participation in WorldPrice NYC, where I oversaw 500 participant walkers for both parade floats.

**WeWork:** New York, NY, *Event Lead* | Apr 2018 - Mar 2019

- Formulated 100+ partnerships with local businesses to foster connections with our member base. These partnerships increased member engagement and member retention.
- Succeeded in reducing operating costs for our building's events by 30%; This budget was the lowest compared to 12 other WeWork's in our portfolio.
- Planned and executed 3 major memorable community events with over 200+ persons in attendance and an average of 4 additional events per week.

## EDUCATION

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**General Assembly Bootcamp:** Software Engineering Immersive Certificate, May 2023

**New York University:** Bachelors in *Hotel and Tourism*, concentration in *Event Management*

## SKILLS

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JIRA | Splash | Pardot | Excel | Word | PowerPoint | Zendesk | HTML | CSS | Python | JavaScript