

Sydney Licht

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EDUCATION

University of Wisconsin Madison
Bachelor of Business Administration
Major: Marketing

Madison, WI
May 2023

EXPERIENCE

The BACH - Marketing Intern

New York, NY 6/21 - 8/21

- Roles include but are not limited to: marketplace product listing improvements and B2B vendor pipeline research, influencer research and outreach, creating marketing plans for new partnerships, help revamp current app features with new updated information.

Beautycounter - Brand Ambassador

New York, NY 6/19 - 6/20

- Promote new beauty products from an organic, cruelty-free makeup brand through online, social, and traditional marketing outlets.
- Work at several pop-up shop locations and help spread awareness about the attributes of the brand by way of 'street team' marketing tactics.

Bridgehampton Tennis and Surf Club - Lead Counselor

Bridgehampton, NY 6/19 - 8/19

- Responsible for fifteen two- & three-year-olds.
- Planned daily activities for the campers and helped navigate each through the daily routine.

Perksy - Intern

New York, NY 8/18 - 9/18

- Created the high school ambassador program in order to engage the target demographic.
- Helped prepare reports and updates for current and new investor and marketing partner meetings.
- Assisted with design, branding, and marketing direction.

ACTIVITIES

The Women's Network - Member

Madison, WI 9/19 - present

- Attend meetings to connect with high-profile female leaders in a variety of fields and gain exposure to the professional world.
- Learn about obstacles in the professional world women face and the tools needed to combat them.

Student Faculty Board - Member

Madison, WI 9/19 - present

- Attend weekly seminars and events with local business professionals to learn about their professional life and job opportunities.
- Gained insight into various business fields in order to understand what each job entails.

Alpha Epsilon Phi - Member

Madison, WI 9/19 - present

- Participate in various fundraisers for AEPhi's national philanthropies.
- Engage in sisterhood and philanthropic events to hone collaboration skills.

Athena Summer Innovative Institute - Barnard College - Student

New York, NY 6/18

- Accepted into a highly selective, intense ten-day entrepreneurship program.
- Formulated and developed a business idea from the ground up, culminating in a final pitch to a panel of leaders and investors.
- Attended entrepreneurial site visits to observe how startups run and remain innovative.

Shooting Stars Dance Company - Senior Company Overall Captain

New York, NY 9/12 - 5/19

- Member of four highly competitive, multi-championship winning teams within the company.
- Team Captain 10th- 12th grade & senior mentor to new and younger members of the team.
- Coordinated and organized costume ideas throughout the company.
- Performed halftime at Madison Square Garden & the Barclays Center annually.

SKILLS

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- Proficient in Microsoft Office (Excel, PowerPoint and Word)