

# **Sydney Fisher**

(720) 250-8343 | sydneyfisher@gmail.com | www.linkedin.com/in/sydney-fisher11

## **EDUCATION**

### **University of Colorado at Boulder, College of Media, Communication and Information**

**Graduated May 2023**

*Bachelor of Strategic Communication - Advertising | Creative Technology and Design Minor*

- **GPA:** 3.45 / 4.0
- **Honors:** 3x Dean's List

## **WORK EXPERIENCE**

### **Slalom**

**Denver, CO**

*Marketing Intern*

*May 2022 - February 2023*

- Collaborated in the development, implementation, and oversight of a vital employee-led recruitment campaign, leveraging and analyzing the performance of 10+ captivating types of content across LinkedIn and Instagram. Tracked attainment through Salesforce and Pardot.
- Independently developed and launched the Slalom Denver internal marketing site, facilitating effective communication of multiple upcoming Slalom events, numerous valuable links, and primary essential contacts.
- Authored copy for three client stories and considerable social content, emphasizing Slalom's accomplishments and business goals.
- Created compelling content for three campaigns, events, holidays, ERGs, and client stories to convey value and drive growth.

### **Samsung College Program Influencer - Youth Marketing Connection**

**Boulder, CO**

*Social Media Influencer and Marketer*

*August 2022 - December 2022*

- Lead weekly digital outreach initiatives to amplify Samsung brand and product visibility, fostering awareness among target audiences.
- Produced 40+ sorts of trendy lifestyle content promoting Samsung technology devices, features, and events on Instagram and TikTok.
- Promoted monthly ambassador-led events through strategic advertising across social channels in consideration of CU Boulder students.
- Exemplified exceptional communication bi-weekly by providing in-depth updates to senior leadership, articulating the performance and efficacy of my social content.

### **The Pao App**

**Boulder, CO**

*Marketing Intern*

*March 2021 - May 2021*

- Crafted 30+ intriguing sets of copy with a discerning eye for current trends, generating compelling content that engaged specific target audiences in forms of captions, emails, and app notifications.
- United cross-functional team members to effectively broaden marketing channels and reach new audiences on multiple instances.
- Generated proposals and organized pursuit documentation, offering a variety of valuable insights throughout the pursuit process.
- Formulated a few targeted advertisements tailored to specific demographics, carefully monitoring results to enhance marketing research and optimize campaign development within the Pao team.

### **July Collective**

**Boulder, CO**

*Social Media Manager*

*October 2020 - March 2021*

- Devised and executed monthly marketing strategies aligned with business objectives, to seamlessly integrate for maximum social channel impact through Instagram, Facebook, and LinkedIn.
- Curated monthly newsletters to deliver compiled content and updates in a well-crafted and engaging manner using MailChimp.
- Implemented weekly schedules and tasks in order to effectively drive business promotion while optimizing visibility and audience engagement. Ensured schedules were followed and completed in a timely manner, guaranteeing organization and reaching goals.
- Oversaw editing, approval, and scheduling of all posts across Instagram, Facebook, and LinkedIn to establish consistency, accuracy, and timely delivery to maximize the impact of each message.

### **Fresh Prints**

**Boulder, CO**

*Campus Manager*

*August 2020 - May 2021*

- Conceptualized and designed product visuals that precisely catered to a substantial amount of clients' preferences and requirements. Clients ranged from national Greek Life, CU Boulder clubs, CU Boulder sports teams, and local Boulder businesses.
- Facilitated daily coordination of collegiate orders between national and international distributors, artists, and printing companies securing timely delivery and quality of products.
- Conducted monthly in-depth analysis of the collegiate and community market, leading the change in developing and executing orders.
- Achieved \$18,000 in collegiate sales, effectively navigating the adversities posed by the COVID-19 pandemic.

## **SKILLS**

**Skills:** Microsoft Office Suite, Google Suite, Adobe Creative Suite, HTML, CSS, JavaScript, Python, Salesforce, Pardot, Sprout Social, Project Management, Meticulous, Analytical, Versatility, Cross-team Collaboration, Interpersonal.