

## **Sydney Fisher**

Boulder, CO | Denver, CO

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### **EDUCATION**

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#### **University of Colorado Boulder - College of Media, Communication and Media**

**Expected May 2023**

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

- **GPA:** 3.40 / 4.0
- **Honors:** 3x Dean's List
- **Chaparral High School** - Parker, CO

**Graduated May 2019**

### **WORK EXPERIENCE**

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#### **Slalom**

**Denver, CO**

*Marketing Intern*

*May - September 2022*

- Helped create and manage an employee-driven recruiting campaign by sharing visual content on social channels.
- Created the Slalom Denver internal marketing site to communicate marketing events and provide helpful links and contacts.
- Wrote copy for client stories and content shared on social channels.
- Designed content for marketing campaigns, events, holidays, ERG's, and client stories.

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

**Boulder, CO**

*Social Media Influencer and Marketer*

*August - December 2022*

- Lead digital outreach efforts to increase event, brand, and product awareness.
- Created trendy lifestyle content prompting discount codes, new technology devices, and events.
- Advertised ambassador-led events across social channels such as Instagram and Tik Tok.

#### **The Pao App**

**Boulder, CO**

*Marketing Intern*

*March 2021 - May 2021*

- Collaborated with team members to help expand marketing channels.
- Created proposals and organized pursuit documentation to support marketing staff.
- Wrote interesting copy with an eye for current trends and viral potential.
- Developed ads geared towards target demographics, monitoring results to improve marketing research and team campaign development.

#### **July Collective**

**Boulder, CO**

*Social Media Manager*

*October 2020 - March 2021*

- Design and implement platform-specific marketing strategies that align with overall business goals.
- Curated monthly emails sent to subscribers.
- Created strategic posts and posting schedules to promote business.
- Manage editing, approval, and scheduling of all posts for all platforms.

#### **Fresh Prints**

**Boulder, CO**

*Campus Manager*

*August 2020 - May 2021*

- Asses collegiate and community market and spearhead promotional campaigns.
- Coordinate orders between distributors, artists, and printing companies.
- Create designs and curate collections based on clients' wants and needs.
- Generated \$18,000 in sales during COVID-19 pandemic.

#### **The Moments App**

**Boulder, CO**

*Brand App Ambassador*

*July 2020 - September 2020*

- Promoted Moments app to CU Boulder students, and social media following.
- Increased brand awareness by implementing ideas and feedback regarding app features.

### **ADDITIONAL SKILLS & INTERESTS**

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**Skills:** PowerPoint, Excel, Salesforce, Pardot, Python, content strategy, detail-oriented, brand development, exceptional verbal and written communication, digital marketing, client relationship management, self-motivated, tech-forward, team collaboration.