

SYDNEY SPRINGER

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PROFESSIONAL EXPERIENCE

Student Editorial Supervisor, Impact Magazine, College of Life Sciences, Provo, Utah

- Oversee writing and editing of five writers, host weekly meetings, and plan and execute trainings on various editorial topics
- Coordinate with social media, marketing, graphic design, and videography for various College events, including convocation, and each biannual issue of alumni magazine, *Impact*
- Write 2 to 4 articles and edit 15+ articles each month for web and print publication
- Interview professionals in STEM field and fact-check articles as needed

Editorial Assistant Intern, BYU Magazine, Provo, Utah

- Wrote 2 to 3 articles and edited 10+ articles each quarterly issue, interviewing and factchecking as needed
- Provided feedback for redesign campaign for Winter 2021 issue, *Y Magazine*
- Uploaded articles to website, wrote for SEO and social media, and managed magazine email

Publicist, Chloe Wedge Music

- Managed social media platforms, including Instagram and YouTube channel, for Chloe Wedge, an aspiring musician
- Created two social media campaigns to generate media attention and audience engagement

Digital Marketing Intern, Polynesian Cultural Center, Laie, Hawaii

- Analyzed and wrote weekly report on key performance indicators using Domo
- Contributed to marketing and advertising promotional activities, including filming projects, for 15 hours a week

EDUCATION

Brigham Young University, Provo, Utah

Expected graduation: December 2022 with 3.84 GPA

- Major: Communications—Public Relations // Minor: Creative Writing
- Selected to participate in New York Experience for the School of Communications in 2019, studying and shadowing newsrooms, Hasbro Toys, BuzzFeed, NY1, and various advertising agencies

PROFESSIONAL ACCOMPLISHMENTS

- Award for Excellence in Public Relations from BYU's School of Communications (2022)
- Copyeditor for BYU-Hawaii's literary journal, *Kula Manu* (2020)
- Published feature story in *LDS Living* (2020)
- Award for Excellence in Journalism from BYU's School of Communications (2019)
- Published feature story in BYU's *The Daily Universe* (2019)
- First Prize in annual BYU-Hawaii Poem Competition (2018)
- Published in BYU-Hawaii's literary journal, *Kula Manu* (2018)
- Founded and managed award-winning Crinkles for College cookie business (2017)

VOLUNTEER ACTIVITIES

Young Adult and Romance Literary Critic and Micro-Influencer

Virtual via Goodreads, Instagram, Netgalley // @Sydney's.Books // 5,000+ followers

- Work alongside about 15 publishers and authors to advertise new releases and events
- Write 6 to 8 reviews monthly of upcoming and published releases on personal platforms
- Curate specific lists and graphics to market books by genre, topic, or other specific element
- Featured as a Goodreads Bookstagrammer in March 2020

President and Social Media and Advertising Manager, Mission Inclusivity Club

- Manage Instagram account with weekly club announcements, graphics, and shareable content
- Plan and host safe, inclusive weekly meetings for 7 to 15 people with atypical religious service mission experiences via Zoom or in person in Provo, UT
- Create and implement marketing strategies to expand membership and increase awareness with local organizations and community leaders
- Attendance doubled in 6 months and expanded to Rexburg, Idaho

Library Student Advisory Council, Harold B. Lee Library, Brigham Young University

- Actively pitched ideas for improvements in the library and planned 1 to 3 events each semester
- My idea for a 24-hour library study room was selected to be implemented in 2020

SKILLS

- Advanced in Editing, Proofreading, and Copywriting
- Advanced in Social Media Management (Instagram, TikTok, Facebook, Twitter)
- Advanced in Content Creation (Canva, WordPress, BrightSpot, Domo)
- Advanced in Public Relations (Campaigns, Muckrack, Hootsuite, Trello)
- Proficient in SEO & Analytics (Google Analytics certified)
- Proficient in Video Production, Editing, and Directing
- Partial Mastery of Adobe InDesign
- Partial Mastery of Crimson Hexagon