

# SYDNEY SPRINGER

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## PROFESSIONAL EXPERIENCE

### ***Writer and Copyeditor, Impact Magazine, College of Life Sciences, Provo, Utah***

- Write 4 to 5 articles and edit 3 to 5 articles each month for web and biannual print publication
- Interview professionals in STEM field, fact-check articles, and assist with design and layout

### ***Editorial Assistant Intern, BYU Magazine, Provo, Utah***

- Wrote 2 to 3 articles and edited 10+ articles each quarterly issue, interviewing and fact-checking as needed
- Assisted with redesign campaign for Winter 2021 issue, *Y Magazine*
- Uploaded articles to website, writing 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 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
- Assisted in marketing and advertising promotional activities, including filming projects, for 15 hours a week

### ***Marketing Teaching Assistant, Brigham Young University-Hawaii***

- Created material for students in upper-level and intro marketing courses under professors' direction

### ***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

## EDUCATION

### ***Brigham Young University, Provo, Utah***

- Major: Communications—Public Relations // Minor: Creative Writing (Expected graduation: December 2022)
- Selected to participate in New York Experience for the School of Communications, studying and shadowing newsrooms, Hasbro Toys, BuzzFeed, NY1, and various advertising agencies

## PROFESSIONAL ACCOMPLISHMENTS

- 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

### ***Social Media and Advertising Manager, Mission Inclusivity Club***

- Manage Instagram and Twitter accounts, with club announcements, graphics, and shareable content

### ***Young Adult and Romance Book Reviewer and Micro-Influencer***

*Virtual via Goodreads, Instagram, Netgalley // @Sydneys.Books // 4,600+ 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
- Featured as a Goodreads Bookstagrammer in March 2020

### ***Volunteer Religious Mission in Reno, Nevada***

- Developed strong work ethic working 14 hours a day to meet specific goals and key performance indicators
- Refined public speaking, leadership, and communication skills