

SYDNEY SHORT

Portfolio: secretcharmsocials.com

Email: sshort2103@gmail.com

-
- Social Media Coordinator with content creation, community + talent management, and social strategy experience.
 - May 2024 graduate from Pennsylvania State University with a B.A. in Media Studies.
 - Detail-oriented and organized, with the ability to work diligently in collaborative settings with analytical and creative approaches.

EDUCATION

PENNSYLVANIA STATE UNIVERSITY

UNIVERSITY PARK, PENNSYLVANIA

B.A. in Media Studies, Minor in Sociology

Graduation Date: May 2024

Dean's List: Fall 2021, Spring 2023, Fall 2023, Spring 2024

GPA: 3.59

- Relevant Coursework: News Writing Skills, Multimedia Production, Critical Studies of Media, Mass Media and the Public, Media Effects
- Skills: Adobe Creative Cloud, Canva, Capcut, CreatorIQ, Sprout Social

EXPERIENCE

THE CREATIVE EXCHANGE + NO REVISIONS

MAR. 2025-

Freelance Social Media Assistant

- Social production for CPG brands in the wellness industry
- Talent management and UGC coordination for ambassador programs

UNUSUAL LA

APR. 2024-

Social Media Coordinator

- Scheduling and creating social media content for a range of accounts
- Community management across social channels
- Market research and competitive discovery reports for new clients
- Talent management for influencer activations

DEPOP

APR. 2021-

Independent E-Commerce Seller

- Drove a 72% increase in sales over 6 months through a targeted digital marketing strategy comprising images, demographic-based hashtags, and key descriptors

LIT BOUTIQUE

MAY-AUG. 2023

Digital Media Intern

- Created content calendars through the curation of media libraries and crafted captions
- Increased overall Instagram engagement by 71% and TikTok views by 188%
- Designed Instagram story segments through the conceptualization of aesthetically cohesive content

PENN STATE STUDENT PROGRAMMING ASSOCIATION/ MOVIN' ON

JAN. 2022-MAY 2023

Promotional Representative

- Planned and promoted lectures and concerts hosted at Penn State
- Advertised Penn State's annual student-run music festival by boosting involvement on social media channels and promoting press events

HUTCHISON SCHOOL

AUG. 2019-MAY 2020

Class Liaison

- Increased online engagement across social media channels for the Beeline Bazaar, Hutchison's annual fundraiser, via supervision and content approval of promotional videos.