

SYDNEY SHORT

Portfolio: secretcharmsocials.com

[LinkedIn](#)

- Social Media Manager with community management, talent management, and social strategy experience.
- 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

- Relevant Coursework: News Writing Skills, Multimedia Production, Critical Studies of Media, Mass Media and the Public, Media Effects
- Skills: Adobe Creative Cloud, Canva, Capcut, Captiv8, CreatorIQ, Sprout Social

EXPERIENCE

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Social Media Manager

- Daily community management across social channels
- Social strategy + monthly analytics reports
- Talent management for influencer + UGC activations
- Project management across creative, strategy, and paid teams

SOCIAL STUDIES

Junior Associate, Contract

- Strategic influencer vetting for evergreen activations in the food + beverage industry, including tracking creator analytics and reviewing campaign reports

THE CREATIVE EXCHANGE + NO REVISIONS

Freelance Social Media Assistant

- Social production for CPG brands in the wellness industry
- Brand partnerships strategy and influencer management
- Daily social listening across social channels
- Maintaining social media best practices for content scheduling and publishing

LIT BOUTIQUE

Digital Media Intern

Digital Media Intern

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

DEPOP

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

PENN STATE STUDENT PROGRAMMING ASSOCIATION/MOVIN' ON

Promotional Representative

- Advertised Penn State's annual student-run music festival and on-campus lectures by boosting involvement on social media channels and promoting press events