

# SYDNEY CAUDILL

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Portfolio <http://bit.ly/2F5hmUX>

## EDUCATION

**Missouri State University, Fall 2014 - Spring 2018**  
Bachelor of Science in Public Relations  
Minor in Marketing - Advertising and Promotion  
3.62/4.0 GPA

## SKILLS

- Word, Excel and PowerPoint
- Communication Strategy
- Social Media
- Organization
- Adobe Photoshop
- Teamwork
- Writing
- Creativity
- Design
- Project Management
- Event Planning
- Time Management

## EXPERIENCE

### EMMAUS CHURCH, SPRINGFIELD

Social Media Strategy Intern

September 2017-Present

- Scheduling - Designing media calendars for Facebook and Instagram accounts
- Event planning - Coordinating special events to improve engagement of church members
- Integrating - Creating cohesive content between Instagram and Facebook to reach different audiences
- Collaborating - Working with a team of interns and administration to brainstorm and develop strategy

### TOGETHER WE RISE, NATIONAL NON-PROFIT

Social Media Marketing Intern

May 2017-July 2017

- Research - Reported on the impact of foster care in communities, both locally and nation-wide
- Design - Created weekly content for Facebook, Instagram and an official blog
- Fundraise - Supported a scholarship foundation for fostered youth through a fundraiser, which gathered over \$300 through online and local donations
- Recruitment - Spread awareness of the organization through promotion to attract future interns

### GAMMA ALPHA LAMBDA, ALPHA CHAPTER

Vice President of Public Relations

August 2016-May 2017

- Outreach - Created and adapted social media content for Facebook, Instagram and Twitter to communicate with potential members, active members, alumni and the community
- Advertisement - Designed and distributed flyers and brochures to attract new members
- Management - Led weekly chapter meetings to 60+ young women to present executive decisions and upcoming events
- Events - Organized and executed Family Weekend components, including setting up reservations, outlining a detailed order of events and coordinating with various committee chairs

### THE WALT DISNEY COMPANY, WALT DISNEY WORLD RESORT

Disney College Program, Merchandise

January 2016 - July 2016

- Assistance - Used problem solving skills to provide the ultimate guest experience
- Organization - Maintained store appearance by stocking fixtures on the floor with merchandise while remaining available to perform guest requests and go above and beyond to exceed expectations
- Learning - Attended professional development seminars for Disney Marketing & Sales and Disney Heritage courses
- Guidance - Provided guests with exceptional guest service during times of congestion or heavy traffic by providing efficient directions and keeping attention towards guest safety at all times

## AFFILIATIONS

**PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA, Missouri State University**

- Active Member, Fall 2017-Present
- Regional Conference Planning Committee Member, Spring 2018

**LAMBDA PI ETA, Missouri State University**

- Active Member, Spring 2017 - Present

