



education

Syracuse University 2019
S.I. Newhouse School of
Public Communications
Public Relations
Marketing

certifications

Google Ads Video
Google Ads Display
Google Analytics
Hootsuite

skills

Account Management
Microsoft Office
Adobe InDesign
Powerpoint/Keynote
APA Writing Style
Social Media
Copy Writing

awards

2020 Twitter Super Bowl: Interception Award
[TUMS "#TUMSworthy Contest"]

involvement

Alpha Phi, Syracuse, NY
Member, Spring 2016–2019
Newhouse School, Syracuse, NY
Peer Advisor, 2016-2019
PRSSA, Syracuse, NY
Member, 2015–2019

contact

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experience

Grey Group, New York, NY

Assistant Account Executive, Aug. 2019 - Present
Client: GSK/TUMS, Ad Council/Prediabetes Prevention

- Support account and creative teams in the development and execution of new and ongoing TV, digital and social campaign explorations for the TUMS brand and Ad Council
- Effectively coordinate and give direction to internal service departments (creative, strategy, finance, legal) as well as external partner agencies (media, production, digital, in-store)
- Own and maintain budget control records, including opening job numbers, tracking documents and communicating with Grey and GSK's finance departments
- Populate and distribute meeting reports, weekly status, competitive analyses and relevant data

Viacom, New York, NY

Nickelodeon Franchise Marketing Intern, Summer 2018

- Collaborated with Franchise Marketing team to plan and execute organic and paid digital marketing strategies/editorial campaigns
- Monitored and developed metrics and performance activity for CRM programs
- Created in-depth analysis on key competitive property and provided recommendations on how Nickelodeon can capitalize on business models for future success

#44Social, Syracuse, NY

Social Media Consultant, April 2017- May 2019
Syracuse University's social media team

- Created unique and engaging content on a variety of SU's online social media platforms with the purpose of showcasing the SU experience to different audiences

(add)ventures, Providence, RI

PR Intern, Summer 2017

Clients: CVS Health, Timberland, Honeywell, Stretch Tite, T.F. Green Airport

- Developed and implemented social media strategies/content for various client partners
- Researched, analyzed and managed publicity hits using media monitoring and measurement services to evaluate media outreach metrics
- Key team member in creating in-depth, multi-channel external Agency marketing plan. Presented plan to senior management with positive feedback

Hill Communications, Syracuse, NY

Account Executive, Sept. 2015 - Jan. 2017

Student-run public relations firm at Syracuse University

- Managed team of eight to increase brand awareness of Unleashed, a women's empowerment and social justice program
- Generated engaging content for client's social media platforms including Twitter, Facebook and Instagram
- Created and implemented campaign to solicit campus program ambassadors