Sydney E. Burke

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CAREER OBJECTIVE

Strategy-oriented Social Media Director looking to utilize my four years of experience in digital marketing and social media management. Seeking a position in social media management or advertising to apply my knowledge and skills in a fast-paced & creative environment.

EDUCATION

LYNN UNIVERSITY, COLLEGE OF COMMUNICATIONS & DESIGN — **Boca Raton, FL**
Bachelor of Arts in Multimedia Journalism; Minor in Advertising & PR — *May 2025*
Relevant Coursework: Social Media Practices, Multimedia Journalism, Advanced Advertising & PR, Communications Ethics, News Reporting, Digital Imaging, Video Editing.

EXPERIENCE

IPULSE NEWS — **Boca Raton, FL**
Social Media Director — *May 2024 - May 2025*
- Developed and executed comprehensive social media strategies, leveraging KPIs to measure success.
- Led and mentored a team of social media editors, overseeing content creation and post-scheduling.
- Collaborated with Academic Affairs to highlight and promote high-profile Lynn University events.

Social Media Editor
- Drove a 708% increase in Instagram reach and a 1,793% surge in engagement within 90 days. *January 2023 - April 2024*
- Highlighted student work, events, and daily news among the Lynn University community.

LUV SCRUB — **Remote**
Creative Content Intern — *August 2023 - December 2024*
- Utilized CapCut, Canva, & Photoshop design tools to create engaging social media content.
- Increased Instagram reach by 85.6% and engagement by 76.9% in 90 days.
- Led creative strategy for marketing campaigns & product launches.

THE PULSE AGENCY — **Boca Raton, FL**
Junior Account Executive — *September 2023, March 2024, & September 2024*
- Conceptualized data-driven advertising campaigns for Memorial Health, Tide, and AT&T.
- Developed new promotion strategies to help clients best reach their target audience.
- Presented engaging pitch decks to the client and industry professionals.

BRANDSTAR DIGITAL — **Pompano Beach, FL**
Content Writer Intern — *May 2024 – August 2024*
- Wrote blog and ad copy for social media, LinkedIn, and Google for BrandStar & their clients.
- Created engaging social media content for BrandStar and its clients, utilizing Adobe Creative Cloud.
- Assisted senior team members in creating pitch deck templates for future projects.

AWARDS & CERTIFICATIONS

SENIOR SPOTLIGHT AWARD — *May 2025*
iPulse News
Recognized for demonstrating outstanding accomplishments and dedication throughout my iPulse career.

PITCH PERFECT AWARD — *May 2025*
American Advertising Federation at Lynn University
Recognized for delivering a perfect pitch at the 2025 National Student Advertising Competition.

1ST PLACE AT THE NATIONAL STUDENT ADVERTISING COMPETITION (DISTRICT FOUR) — *April 2025*
American Advertising Federation
Created a year-long AT&T campaign focusing on strategy, influencer partnerships, social media, and more.

SOCIAL MEDIA MARKETING CERTIFIED — *August 2024*
HubSpot Academy
Displayed proficient social media marketing knowledge through skills such as social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

ALPHA DELTA SIGMA HONOR SOCIETY
American Advertising Federation — *May 2024*
Recognized for scholastic achievement in advertising studies and maintaining above a 3.5 GPA.

ADDITIONAL SKILLS

AP Style, CapCut, Copywriting, Meta Business Suite, Adobe, Microsoft 365, Canva, Google Gemini & Data Analysis