



EXPERIENCE

Live From Studio B Social Media Team Syracuse, NY | January 2024 - Present

- Developed short form content aligned with brand identity and audience preferences on social media platforms for 10,000+ followers.
- Increased brand awareness across key platforms such as Instagram, YouTube, and Tik Tok by implementing interactive strategies, boosting views from hundreds views a video to up to millions of views a video.
- Developed platform-specific content, pre-episode to encourage viewership.
- During live show, designed interactive story posts to encourage audience interactivity and engagement.
- Increased following by 1,464% in three months by posting every day on the account's Instagram page to boost engagement.

Social Media Content Creator Woodbury, NY | March 2020 - Present

- Execute Partnerships with renowned brands such as L'Oreal, It Cosmetics, Urban Decay, Prada Beauty, Makeup Revolution, Vichy Laboratories and more with millions of followers combined.
- Post TikTok content daily garnering 100,000+ followers.
- Trusted to receive and market promotional materials from 50+ PR companies and brands while negotiating rates.

University Girl Magazine Social Media Intern Woodbury, NY | June 2024 - August 2024

- Created engaging visual content for TikTok, including photo slide posts and graphics, using Canva.
- Collaborated with the TikTok team to produce short-form video content targeting a college-aged female audience.
- Contributed to content creation and strategy to increase social media engagement and brand awareness.

CONTACT

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SKILLS

Microsoft Suite (Word, PowerPoint etc.)
Google Suite (Docs, Slides etc.)

Adobe (Premiere Pro, Illustrator, InDesign etc.)

iMovie

Lightroom

Canva

CERTIFICATIONS

PESO Model Certification

Consumer Research

Foundations Certificate

Certified Content Creator

EDUCATION

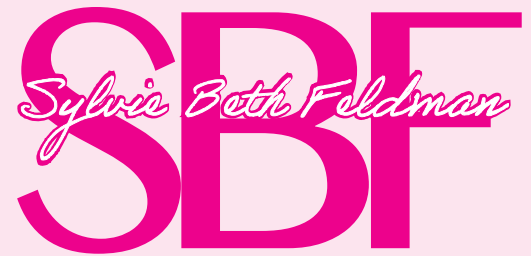
S.I. Newhouse School of Public

Communications; Syracuse, NY

Bachelor of Science in Public Relations

GPA: 3.83

Dean's List



September 24, 2024

In the future, I hope to work as a public relations professional in either the beauty or entertainment industry. I aim to convey a professional, enthusiastic and creative tone. I want to highlight my ability to think strategically, communicate effectively, and contribute to a dynamic team.

My logotype concept is a stylized wordmark of my initials. I chose a bright pink color to symbolize passion, creativity and a playful personality. I originally considered just using my full name but, I decided that my initials were more visually appealing and memorable. Therefore, I decided to implement the two concepts together to create my wordmark.

I used a script typeface Adobe Handwriting Ernie to create a personal and handwritten feel for my full name. I kerned the letters to adjust the spacing between them and achieve a more cohesive and visually appealing composition. The logotype is also vectorized, ensuring high-quality scalability for various applications. I organized my resume and informational hierarchy using a two-column layout. This structure provides a clear visual separation between my experience and contact information, skills, education and certifications & awards. The placement of my logotype on one side adds a balanced and visually interesting element to the design. I would give myself an A on this project. I effectively incorporated graphic design principles, such as alignment, contrast, and hierarchy, to create a visually appealing and informative resume. I also carefully considered the content to highlight my relevant skills and experiences for the desired positions.

One thing I learned about design through this project is the importance of typography in conveying personality and message. The choice of typeface and kerning significantly impacted the overall feel and readability of my logotype. I also gained a deeper appreciation for the role of layout in organizing information and guiding the viewer's eye.

Sincerely,
Sylvie Feldman

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