# SYDNEY PALAY

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## SUMMARY

Creative and driven recent graduate specializing in Strategic Communication with a PR focus, bringing hands-on agency experience in social media, digital storytelling, and client communication. Passionate about crafting campaigns that connect brands with audiences in authentic, engaging ways.

## PROFESSIONAL EXPERIENCE

**Gadis Beauty**

*Social Media Manager* **June 2026- Present**

- Manage Instagram content strategy and creation for a beauty studio, including Reels, Stories, and feed posts
- Create short-form video content that consistently outperforms other formats, driving the bulk of account views and engagement
- Grew total content views to nearly 36,000 within the first two months, boosting profile visits and follower growth

**Platform Communications**

*Senior Intern* **May 2025 - May 2026**

- Partnered with Milwaukee Brewers communications leadership on strategic PR planning calls, contributing to earned media strategy for a top MLB organization.
- Grew client social media presence to over 5.3 million views across Facebook, Instagram, LinkedIn, and X through targeted content strategies.
- Produced monthly media roundups, press releases, and client newsletters, building strong earned media tracking and reporting skills.
- Designed campaign graphics and event logos in Adobe Illustrator and Canva; translated client goals into integrated strategies across social, digital, and print.

*Marketing and Digital Intern* **May 2024 - February 2025**

- Developed social media campaigns and creative video content for multiple client accounts.
- Produced client-facing press releases, newsletters, and performance reports communicating program impact to key stakeholders.

**Benson Restaurant Group - Bridgewater Modern Grill (Hostess)** **May 2023- August 2023**

- Delivered an exceptional guest experience and cultivated repeat clientele.
- Managed reservations and assisted with front-of-house operations.

**Friendship Circle WI (Marketing Associate)** **June 2022 - July 2022**

- Led Socials and executed event marketing strategy – designed flyers, secured sponsorships, and supported event marketing for Bike for Friendship.

## EDUCATION

**University of Colorado Boulder** **2022 - May 2nd, 2026**

- College of Communication, Media, Design, and Information
- B.A. in Strategic Communication (PR Emphasis),
- Business Minor
- CIEE Lisbon Study Abroad

## ACHIEVEMENTS

**Pi Beta Phi - Director of Community and Service** **January 2022 - January 2023**

- Raised over $10,000 for literacy initiatives through Read Lead Achieve.
- Organized chapter-wide volunteer events and community partnerships,

**Presidential Community Service Award**

- Recognized by the President of the United States (2019) for supporting children with special needs

## SKILLS

**Media and PR**: Press Release Writing | Earned Media Tracking | Media Monitoring (Meltwater/TVEyes) | Event Communications

**Digital and Social:** Social Media Strategy | Content Creation | Meta Business Suite | Google Analytics | Canva

**Project Management:** Monday.com | Asana | Client Communication | Collaboration | Attention to Detail