

SYDNEY PALAY

PROFESSIONAL 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.

-  414-828-2909
-  Sydney.palay@gmail.com
-  sydneypalay.com
-  linkedin.com/in/sydney-palay/

EDUCATION



UNIVERSITY OF COLORADO BOULDER - SENIOR

- 2022 - MAY 2ND, 2026
- College of Communication,
Media, Design, and Information
- B.A. in Strategic Communication
 - (PR Emphasis)
- Leeds School of Business
- Business Minor
- CIEE Study Abroad
- Lisbon, Portugal
 - Feb - May 2025

ACHIEVEMENTS

- Presidential Community
Service Award
- Issued by the President of the
United States (May 2019).
- Recognized for service helping
children with special needs find
inclusion.

SKILLS

- Digital Tools
 - Meta Business Suite
 - Canva
 - Google Analytics
 - Meltwater/TV Eyes
 - MONDAY and Asana
- Professional Skills
 - Content Creation
 - Press Release Writing
 - Social Media Strategy
 - Brand Storytelling
 - Event Planning
- Soft Skills
 - Communication
 - Attention to Detail
 - Collaboration
 - Adaptability
 - Creativity

WORK EXPERIENCE

Platform Communications

- Senior Intern

May 2025 - Present

 - Expanded PCA’s social media reach to over 5.3 million views across Facebook, Instagram, LinkedIn, and X.
 - Contributed to strategic planning calls with the Milwaukee Brewers' communication leadership.
 - Designed creative content in Adobe Illustrator and Canva, including event logo and campaign graphics.
 - Produced monthly media roundups, newsletters, and press releases for clients.
 - Translated client goals into actionable content strategies across social, digital, and print channels.
- Marketing and Digital Intern

May 2024 - February 2025

 - Developed social media campaigns and creative video content for digital audiences.
 - Produced client-facing newsletters, press releases, and performance reports communicating program impact to key stakeholders.
 - Managed and scheduled content across 3 client social media accounts.

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.

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 social media management across Facebook, Instagram, and TikTok.
 - Executed event marketing strategy – designed flyers, secured sponsorships, and supported event marketing for Bike for Friendship.