

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

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.

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.

EDUCATION

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

College of Communication, Media, Design, and Information

- B.A. in Strategic Communication (PR Emphasis),
- Business Minor

ACHIEVEMENTS

Pi Beta Phi January 2022 - January 2023

Director of Community and Service

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

Presidential Community Service Award

Director of Community and Service

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

SKILLS

Meta Business Suite	Meltwater/TV Eyes	Content Creation
Google Analytics	MONDAY and Asana	Communication