

SYDNEY PALAY

PROFESSIONAL SUMMARY

Creative and driven CU Boulder senior studying Strategic Communication with a PR focus. I love turning ideas into content and campaigns that feel genuine and engaging. Experienced in social media, digital storytelling, and client communication, and excited to bring energy and strong communication to a team that values creativity.

414-828-2909

Sydney.palay@gmail.com

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EDUCATION



UNIVERSITY OF COLORADO BOULDER - SENIOR

2022 - Present (May 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.
- Lead other interns and set an example as a senior intern.
- Learned how to translate client goals into actionable content plans.

Marketing and Digital Intern

May 2024 - February 2025

- Developed social media campaigns and creative video content for digital audiences.
- Crafted newsletters, press releases, and reports to highlight program experiences and outcomes.

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.
- Designed flyers, secured sponsorships, and supported event marketing for Bike for Friendship.