

Sydney Wetzel

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SUMMARY

Dependable and enthusiastic Telecommunications student seeking a Summer 2023 internship.

- Proven leadership and interpersonal communications skills..
- Strong creative mindset and problem solving.
- Independent and active learner.

EXPERIENCE

Live Video Production Intern

August 2022 - Present

Penn State Athletics | State College, PA

- Provides production support before, during, and after live sporting events
- Quickly learned and executed roles as Replay operator, Clip Playback, Camera Operator
- Collaborates in a team setting to ensure a high quality live sports stream

Continuous Improvement Intern | Erie Experience

May 2022 - August 2022

Erie Insurance Group | Erie, PA

- Collaborated with teams to understand project impacts, touchpoints, issues, and risks
- Facilitated collaboration sessions to **obtain and analyze data to come forth with recommendations**
- Worked with fellow interns to come up with a potential solution to a future of work related dilemma
- **Developed and implemented a new template** to be used throughout the department

Social Media Marketing & Events Specialist

February 2022 - Present

HallHub Link | University Park, PA

- Creates and posts weekly content using relevant branding and social media strategies
- **Increased Instagram following by 50%** and **increased feed impressions to an average of 623** in the first month
- Collaborates with a team focusing on improving app awareness as well as increasing and retaining usage
- Generates and executes various campaigns, events, and promotions involving the *startup* app

President

May 2022 - Present

ED2010 at PSU | University Park, PA

- Networks with professionals and alumni working in the media and magazine industry
- Researches and contacts potential companies to visit while planning semester trips to New York City
- Leads the campus organization for **30+ members** interested in beauty, fashion, social media, and related industries

Events Director and Writer

September 2021 - Present

Her Campus at PSU | University Park, PA

- Plans and executes community-building events for **50+ members**
- Authors two to three articles monthly in designated section
- Collaborates with team members to enhance content and helped *raise the university's chapter level to Diamond*
- Works with editors to improve writing skills and article appeal
- Several articles have reached the *top ten* in the weekly analytics

EDUCATION

The Pennsylvania State University | University Park, PA

Expected Graduation: May 2024

- **Third-Year** in the Donald P. Bellisario College Of Communications Dean's List: 4/4 Semesters
- Bachelor of Arts in Telecommunications and Media Industries
- Minor: Digital Media Trends and Analytics | Certificate: Information Sciences and Technology

VOLUNTEER & INVOLVEMENT

- Softball Pitching Coach - Develops both mechanical and mental pitching skills with local athletes
- Ohana - Thon organization raising money to support Four Diamonds families
- Presidential Leadership Cabinet of the Donald P. Bellisario College of Communications

SKILLS

Event Planning | Writing | Time Management | Customer Service | Research Skills | Organizational Skills | Google Suite Tools | Adobe Photoshop | Adobe Illustrator | Adobe Audition | Adobe Premiere Pro | Digital Marketing | Office 365 Tools | Networking | Miro | DMAIC | Six Sigma | Facilitation | Basic HTML | Utility Cord Wrapping | Live Production | Camera Operation | Replay Technology