

# Sydney Wetzel

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## EXPERIENCE

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### Social Media Marketing 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

### Public Relations Manager

January 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
- Connects and communicates with industry professionals to create a year-end panel for our club members

### Wellness and Career Writer

September 2021 - Present

Her Campus at PSU | University Park, PA

- 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 platinum*
- Works with editors to improve writing skills and article appeal
- Several articles have reached *top ten* in the weekly analytics

### Social Media Recruiting Assistant

June 2021 - July 2021

Vector Marketing | Erie, PA

- **Curated 50-100 messages each shift** to recruit potential candidates for the sales team
- Researched through various social media platforms to find qualified individuals
- Posted *targeted and specific job advertisements* on Instagram, Snapchat, and Twitter to promote the position
- Memorized facts, statistics, and general information about the position and the company to display a positive media face

### Store Team Member

August 2020 - August 2021

Sheetz Inc | Girard, PA

- Trained new employees to work efficiently, effectively, and cooperatively in both the kitchen and the front of the store
- Aided in achieving *Total Customer Satisfaction* awards during several grading periods at the store
- Prepped ingredients and **prepared 100+ orders following covid procedures during every shift**
- Explained and helped customers set up for the Sheetz Rewards Program

## EDUCATION

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The Pennsylvania State University | University Park, PA

Expected Graduation: May 2024

- *Second-Year* in the David P. Bellisario College Of Communications
- Bachelor of Arts in Telecommunications and Media Industries
- Minor: Digital Media Trends and Analytics

Dean's List: 3/3 Semesters

## VOLUNTEER

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- Softball Pitching Coach - Develops both mechanical and mental pitching skills with local athletes
- Ohana - Thon organization raising money to support Four Diamonds families

## ACTIVITIES

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- Personal Website: <https://sydneywetzel20.wixsite.com/website> is the website that I created to help me keep track of the projects that I work on throughout my academic and professional career
- WEPO - Women in Engineering Professional Development Orientation
- Pennsylvania Business Week CEO - ACES
- Senior Class President - Girard High School
- Volleyball, Basketball, & Softball Team Captains - Girard High School

## SKILLS

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Service Orientation | Interpersonal Communication | Oral Communication | Leadership | Writing | Problem Analysis & Solving | Presenting | Public Speaking | Money Management | Time Management | Customer Service | Independent | Research Skills | Organizational Skills | Active Learner | WordPress | Wix | Google Drive Services | Adobe Illustrator & Photoshop | HTML | MLA & AP Style | Canva | Hootsuite | Microsoft Services | Facebook Ads |