



SYDNEY UMERI

SOCIAL MEDIA MANAGER

ABOUT

I am an experienced sports journalist and social media producer who can manage and grow social accounts by increasing engagement and finding the balance between posting sensational highlights and the tactful release of breaking and long-form news. In particular, women's sports is my passion, and as a former Division I women's basketball player, much of my past work (articles and programmed social content) have been on that topic.

PROFESSIONAL SKILLS

Social media strategy
SEO and Google Analytics
Marketing
Copywriting
Sports blogging
Project management
Social content design
Photo editing
Market research
Adobe Creative Suite

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

P: +1 770 570 8305
E: sydumeri@gmail.com

SOCIAL

www.linkedin.com/in/sydneymeri/

WORK EXPERIENCE

SOCIAL MEDIA PROGRAMMING FELLOW
SB Nation | October 2020 - Current

- Manage social media accounts through content creation and posting.
- Write original blog content and social media teases/captions.

SENIOR MARKETING & COMMUNICATIONS COORDINATOR
CROFT & Associates | December 2018 - October 2020

- Managed social media accounts.
- Created social media graphics for daily posts.
- Increased social media engagement by over 200%.

SOCIAL MEDIA & DOTCOM SPECIALIST
The Ames Companies | July 2017 - July 2018

- Developed a social media strategy to increase company awareness.
- Analyzed Google Analytics data to improve upon and meet pre-determined KPIs.

EDUCATION

MASTERS OF JOURNALISM, MAJOR IN COMMUNICATION/DIGITAL CONTENT
University of Kansas | 2016 - 2017
GPA 3.7

BACHELORS OF ARTS, MAJOR IN MEDIA STUDIES
University of Virginia | 2013 - 2016
GPA 3.2

OTHER RELATED EXPERIENCE

GLOBAL COMMUNICATIONS INTERN
Nike | May 2016 - August 2016

PRODUCTION INTERN
ESPN's Around The Horn | May 2015 - July 2015