

SYDNEY UMERI

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PROFILE SUMMARY

Accomplished, creative, and data-driven Social Producer and Graphic Designer with 6+ years of experience leading teams through content creation, product optimization, consumer listening, and high-level marketing campaigns. Highly energetic and success-driven with a track record of surpassing KPI targets, successfully managing cross-functional teams, and leading the creative process of original content development.

EDUCATION & CERTIFICATION

Foundations of Project Management Certification – Google	2021
Masters of Journalism, Major in Communication/Digital Content – University of Kansas	2016 – 2017
Bachelors of Arts, Major in Media Studies – University of Virginia	2013 – 2016

EXPERIENCE

- Senior Social Media Producer** – CBS Sports 2021 – Current
- Devise and execute unique, creative ideas for new content and campaigns to support business initiatives.
 - Lead team of designers to create original visual content and storytelling initiatives from start to finish.
 - Plan and execute 4+ go-to-market plans/strategies simultaneously to launch multiple social handles and initiatives.
 - Strategized direction and tone of content tailored to target audience through management of cross-functional teams.
 - Grew social handles by 205% in four months by utilizing evergreen content and automations Later and Hootsuite.
- Social Media Programming Fellow** – SB Nation 2020 – 2021
- Worked with lead designer to create templates to be used throughout seasons and on different community platforms.
 - Collaborated with internal talent and content creators collecting data to improve the content creation business process.
 - Managed various media platforms to grow social engagement through original video content, specifically on Reels.
 - Analyzed media trends and data through A/B testing to optimize and maximum digital reach and CTR conversions.
- Senior Marketing & Communications Coordinator** – CROFT & Associates 2018 – 2020
- Lead original graphic and content creation for all marketing initiatives such as social media, email, and corporate materials.
 - Grew social engagement over 200% and digital reach by 45% through the creation of content calendars in Hootsuite.
 - Created and implemented strategic communication plans to maximize publicity in both traditional and social marketing.
 - Wrote company SOWs for internal team projects by showcasing department skill sets to match each RFQ/P submission.
 - Scheduled weekly stand-ups with internal team and stakeholders to maintain timelines that fostered customer satisfaction.
 - Directed social accounts with a focus on B2B content to market the company's A&E product value to potential consumers.
- Social Media & Dotcom Specialist** – The Ames Companies 2017 – 2018
- Conducted social listening initiative to improve customer satisfaction through interaction for increased response time.
 - Worked alongside the CMO to plan and execute campaign strategies that drove online engagement and lead generation.
 - Administered e-commerce GTM strategies to optimize SEO and hire third-party vendors for back-end promotion logistics.
 - Increased brand reach by 36% and engagement by 24% by leading a \$100,000 campaign and A/B testing for optimization.
 - Spearheaded the efficiency of company marketing funnel, evaluating Google Analytics data at each stage for best results.
 - Exceeded predetermined KPIs through A/B testing and utilizing data analysis to drive informed marketing ad spend.

TECHNICAL SKILLS

Adobe Creative Cloud	Alpha/Beta Testing	Data-driven Analysis
Google Analytics	Facebook Ads	Campaign Management
SEO	Product Performance Analysis	Qualitative Analysis

NON-TECHNICAL SKILLS

Marketing Strategy Development	E-Commerce Management	Social Content Development
Social Engagement	Blog & Corporate Writing	Marketing Communications
Team Leadership/Management	Cross-Functional Collaboration	Email Marketing