



SYDNEY GRAY



Marketing Specialist

Hi, I'm Sydney and it's nice to meet you. Now the first thing you'll notice upon meeting me is my height (I'm 4'11"). The next thing you'll notice is my personality. I've always been what some people call "out-there", but I just like to call it creative. I stand short, think big, and really just want to make an impact.

EDUCATION

JOHNSON & WALES UNIVERSITY

Bachelor of Science
Advertising & Marketing Communications
May 2019 | 4.0 GPA

RELEVANT COURSES

- Media Strategy
- Creative Concepts & Strategy
- Consumer Behavior
- Search Engine Marketing

INDUSTRY SKILLS

iWork & Microsoft Office	MRI+
Adobe Creative Suite	SRDS
SEO/SEM	Inbound Marketing

PERSONAL SKILLS

Public Speaking	Creative Writing
Problem Solving	Creative Strategy
Leadership	Detail-Oriented



ACHIEVEMENTS

NSAC NATIONAL FINALIST

Lead Creative & Strategist
Wienerschnitzel Campaign | June 2019

JWU AD TEAM PRESIDENT

Peer-Elected President
May 2018 - June 2019

NSAC NATIONAL CHAMPION

Copywriter & Strategist
Tai Pei Foods Campaign | June 2017

EXPERIENCE

APPLE, INC.

Specialist & Merchandising Mentor | Dec. 2016 - Present

- Troubleshoot issues using relevant tools and diagnostics to quickly assess and resolve problems
- Mentor peers on the ever-changing standards and new technology

CANDLELIGHT COMMUNICATIONS

Copywriter & Creative Strategist | Sep. 2016 - June 2019

- Collaborate with team members to develop marketing strategies through analyzing demographics, competitor strategies, and other industry data
- Write copy across a variety of platforms in both long and short-form copy, including social media posts, blog articles, manifestos, etc.
- Use platform-specific analytical tools to measure success of marketing strategies to ensure effective and relevant messaging

RHODE ISLAND HOSPITALITY ASSOCIATION

Marketing Intern | Sep. 2018 - April 2019

- Maintain brand standards with consistent messaging through email, social media, and event marketing
- Analyze and report campaign results to identify opportunities to generate Association visibility and relevance
- Ideate and implement new ways to engage with the Association's existing 700 businesses as well as creating relevant handouts/digital assets to encourage new membership

JOHNSON & WALES ENERGY CONSERVATION OFFICE

Creative Director | Sep. 2016 - May 2017

- Manage and maintain a file-sharing process and system to increase office efficiency
- Liaising with residential life, administration, as well as faculty to maximize student engagement
- Conceptualize and create graphic content across a range of media types, including social posts, around-campus posters, and blog content