
SYDNEY CLARRIDGE

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PROFESSIONAL EXPERIENCE

Practical Instruments Electronics, Rochester, New York-

Marketing Intern

January 2021- Present

- Assisted in writing, researching, and developing a new product marketing plan
- Reorganized management of Search Engine Optimization and Google AdWords resulting in increased traffic to the company website
- Generate and communicate budget for the campaign of a new product
- Support VP of Marketing and Sales in the development of e-mail marketing campaigns using the MailChimp platform
- Market research within a niche market resulting in the identification of prospects which lead to new customers
- Reimagine social media and currently updating Facebook and LinkedIn profiles
- Correspond with international distributors regarding prices, marketing materials, and promotions

GateHouse Cafe, Rochester, New York-

Waitress and Hostess

October 2019- February 2021

- Demonstrate ability to multitask with great accuracy allowing for minimal error
- Responsible for training new hostess employees
- Collaborate with co-workers of various positions to improve restaurant operations
- Deliver great customer service in a fast-paced environment resulting in numerous positive customer reviews

PROJECTS

Social Media Marketing Plan

Synthesized a plan complete with social media audit, objectives, goals, and recommendations for H&M.

Personal Brand Website

Built website with Wix displaying personal and professional goals, passions, experiences, projects, and a blog.
sydneyclarridge.wixsite.com/website

EDUCATION

Rochester Institute of Technology, Saunders College of Business- AACSB Accredited Program

Bachelor of Science in Business Administration

Rochester, New York

January 2020- Present

Expected May 2022

Degree: Marketing

Minor: Advertising and Public Relations

GPA: 3.5

Bartender's Professional Institute, Rochester, New York

June 2019

TIPS Alcohol Certification

Professional Bartending Certification

SKILLS & CERTIFICATIONS

- Google AdWords
- Social Media Management
- Hootsuite Social Marketing Certification
- Tableau
- Microsoft Office
- Fundamentals of Integrated Direct Marketing Direct Effect Certification
- Basic Website Design
- SEO

ACTIVITIES & INTERESTS

- Women in Business Club
- Marketing, Advertising, and Public Relations Club
- Sailing-Rochester Yacht Club
- American Marketing Association
- Skiing
- Golfing