

SYDNEY HENRY

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Communications professional with extensive experience in developing and executing comprehensive communication strategies. Skilled in creating high-quality content, managing social media, and overseeing public relations efforts. Proven ability to support donor relations and fundraising initiatives. Passionate about raising awareness and driving engagement for mission-driven organizations.

EXPERIENCE

July 2023 – Present

COMMUNICATIONS COORDINATOR, AMERICAN UNIVERSITY LIBRARY

- Develop and guide written and visual communications initiatives, driving awareness of the library with external audiences.
- Create and manage internal and external communication strategies, including event programs and social media platforms.
- Collaborate with University Communications & Marketing on external media requests.
- Oversee creative strategy and brand design, developing promotional marketing collateral for print and digital channels.
- Supervise student employees contributing to social media strategy and graphic design efforts.
- Develop donor communication pieces and work closely with the Office of Advancement to maintain strong relationships with current donors and identify opportunities to communicate with potential donors.
- Increased social media engagement by 1.4K% and follower count by more than 800 users.

Aug 2022 – May 2023

VICE PRESIDENT, TEAL NATION COMMUNICATIONS (STUDENT-LED ORGANIZATION)

- Created meeting agendas and monitored communication between clients and Account Executives.
- Partnered clients with team members and met with all prospective clients prior to contracting.
- Rebuilt the TNC website and created portfolios for all team members.
- Implemented Monday.com to track client work, hours, and billing.
- Performed PR functions for clients across various industries.

Jan 2022 – May 2023

DIRECTOR, TEAL NATION COMMUNICATIONS SOCIAL MEDIA TEAM

- Created social media and advertising content for clients, including local businesses and organizations.
- Designed flyers, promotional content, and graphics.
- Developed social media schedules for efficient posting and effective delivery.

May 2022 – Aug 2022

COMMUNICATIONS INTERN, LUTHERAN SOCIAL SERVICES OF NATIONAL CAPITAL AREA

- Worked with the Communications & Government Relations Director to format and deliver external communication.
- Gathered media lists, wrote pitches, and maintained communication with reporters/journalists.

Aug 2021 – Jan 2022

PUBLIC RELATIONS CHAIR, PHI SIGMA PI NATIONAL HONOR FRATERNITY

- Directed a committee focused on communication and advertisement of the fraternity.
- Oversaw social media platforms and organized events to increase membership.
- Created content that enforced the fraternity's values and mission.

Apr 2021 – Sep 2021

MARKETING & COMMUNICATIONS COORDINATOR, BAKER BROTHERS EPOXY INC.

- Designed and published marketing materials, rebranding the company's image.
- Developed new company logo, advertisement flyers, and social media content.

Sep 2019 – May 2020

SOCIAL WORK INTERN, MARYLAND OFFICE OF THE PUBLIC DEFENDER

- Wrote and analyzed client reports.
- Communicated with clients and families.
- Facilitated communication between clients and employees and performed office assistant duties including utilizing copy and fax machines, dictating meetings, and sorting through official documents.

EDUCATION & HONORS

AUG 2020 - MAY 2023

BACHELOR'S DEGREE, COASTAL CAROLINA UNIVERSITY

Major in Public Relations, Advertising, and Applied Communication.

Minor in Political Science

DEC 2020 – MAY 2023

PRESIDENT'S LIST, COASTAL CAROLINA UNIVERSITY

Maintained an overall GPA of 4.0 for two continuous semesters.

AUG 2020 - MAY 2023

PRESIDENTIAL SCHOLARSHIP, COASTAL CAROLINA UNIVERSITY

Merit scholarship awarded for excelling in academics prior to admission into Coastal Carolina University.

APR 2021 – JAN 2023

MEMBER, ZETA XI CHAPTER OF PHI SIGMA PI NATIONAL HONOR FRATERNITY

Nationally recognized honor fraternity built on a tripod of scholarship, leadership, & fellowship.

SKILLS

- COMMUNICATIONS STRATEGY DEVELOPMENT
- CONTENT CREATION
- SOCIAL MEDIA MANAGEMENT & METRIC ANALYSIS
- GRAPHIC DESIGN (INDESIGN, PHOTOSHOP)
- VIDEO EDITING & PRODUCTION
- HTML (BASIC KNOWLEDGE)
- EMAIL MARKETING
- PUBLIC RELATIONS
- DONOR RELATIONS AND FUNDRAISING
- EVENT COORDINATION & SUPPORT
- MEDIA RELATIONS
- WRITING AND PROOFREADING