



SYDNEY BROWER

sydneybrower.com

Digital and Social Media Marketing Specialist
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EDUCATION

Washington State
University Vancouver
B.A. Degree in Digital Technology &
Culture
Expected Graduation Date December
2021
Social Media Marketing Certificate
Minor in Business
GPA 3.85

TECHNICAL SKILLS

Create

Adobe Illustrator
Adobe Lightroom
Adobe Acrobat
Adobe After Effects
Adobe Photoshop
Microsoft Excel

Code

HTML5
CSS
Javascript

Communicate

Slack
Basecamp
Microsoft Teams
Outlook

COMMUNITY INVOLVEMENT

**President of Cougar Pride Club Fall 2020
- Spring 2021**

- Orchestrated online club events through partnerships with the local community organizations.
- Fostered an inclusive community to help students feel comfortable, accepted, and heard.

PROFESSIONAL EXPERIENCE

AMNESIA: Restored

Promotions Leader . . . August 2021 - December 2021

Reconstruction of the 1986 adventure game published by Electronic Arts

- Planned a social media strategy that will promote a new, student-created video game.
- Managed the Promotions Team while coordinating with the other involved teams to reflect the brand image congruent with the developed game.

Northwest Wine & Food Society

Social Media Marketing Manager . . . Nov. 2020 - Present

- Created a new social media strategy for the nonprofit after recognizing that NW&FS was not connecting with their audience.
- Led social media campaigns and created online partnerships between the nonprofit and local restaurants.
- In less than a year, their Facebook following grew by 20%, Instagram by 213%, Twitter by 47%, and audience engagement on all platforms increased as well.

The VanCougar Newsmagazine

Social Media Marketing Manager . . . Feb. 2021 - Nov. 2021

- Expanded the type of content posted by the newsmagazine to add more creativity.
- Maintained the brand image of a professional newsmagazine.

Licensed Massage Therapist & Private Practice Owner . . . Sept 2016 - July 2019

- Founded Body Work by Brower LLC and grew an online presence that reflected my business's brand image.
- Through digitally marketing, I gained 40 clients solely through Facebook, Yelp, and Google.

SCAN OR CLICK

