

SYDNEY ANDERSON



sydney.anderson123@hotmail.com



sydneykanderson.com



.com/in/SydneyKAnderson



LinkedIn

Visual storyteller with extensive publication, design, sales, and leadership experience with interests in multimedia communication and the outdoors plus a knack for bringing people together.

EDUCATION

FORT COLLINS, CO

Colorado State University

B.A. in journalism and media communication with a business minor and entrepreneurship certificate.

SKILLS AND PASSIONS

- **Content Knowledge:** AP style, press releases, multimedia storytelling, community engagement, crisis communication, digital and print advertising, social media management, audience segmentation
- **Project and Event Management:** Campaign planning, event coordination, sponsorship management, stakeholder engagement, analytical problem-solving
- **Microsoft 365 Suite**
- **Adobe:** PremierePro, Photoshop, Illustrator, Lightroom CC, After Effects, InDesign
- **Content creation:** WordPress, Wix, Canva, Venngage, TikTok, CapCut
- **Passions:** Skiing and outdoor sports, mission-driven work

EXPERIENCE

Multimedia Account Manager

Steamboat Pilot & Today
June 2025 - Present

- Provide marketing solutions to over 300 current and prospective advertising clients for print, digital, and social markets.
- Serve as an ambassador for Routt and Moffat County businesses to help them learn about local and mainstream marketing platforms.
- Consistently achieve sales goals, hitting quota first three months in position.
- Use expertise in communication strategy to advise clients on the best use of their marketing budget and work with them to grow their business while simultaneously increasing territory sales, volume, and profit.
- Collaborate with publisher, operations manager, and print team to maximize advertising opportunities and ensure timely, accurate delivery of ads.

Multimedia Communications Assistant

CSU College of Health and Human Sciences
June 2023 - June 2025

- Produced over 100 multimedia stories, videos, and promotional campaigns, for web and social media, featuring department operations, student engagement, and community impact.
- Grew engagement 30% in the last two years by tailoring content for diverse audiences across Instagram, LinkedIn, and Facebook.
- Strategized and implemented 10-20 weekly content plans for seven departments with consistent brand messaging.
- Planned and executed social content for one department independently, growing engagement and following over 50% across LinkedIn, Instagram, and Facebook.
- Co-produced and edited 5 feature projects in Adobe PremierePro; published reels, stories, and short-form content weekly.
- Analyzed post and campaign performance using Meta Business Suite.
- Supported web updates and promotional efforts through coordinated storytelling and media asset development.

Sponsorship and Event Manager

CSU Snowriders Ski and Board Club
April 2022 - May 2025

- Led operations for two campus-wide RailJam events attended by over 2,000 guests, overseeing logistics, team scheduling, and vendor communication.
- Built and maintained relationships with over 30 organizations and industry brands; managed budget, promotional strategy, and deliverables, doubling club visibility and membership.
- Created branded content aligned with club voice, maintaining consistency across social media and print materials.