

# SYDNEY BURZYNSKI

## CONTACT

- sydneyburzynski@gmail.com
- 240-750-7564
- [www.linkedin.com/in/sydneyburzynski](http://www.linkedin.com/in/sydneyburzynski)
- [www.SydneyBurzynski.work](http://www.SydneyBurzynski.work)
- <https://linktr.ee/sydneyburzynski>

## EDUCATION

### The University of Tennessee

Bachelor of Science in Advertising  
Aug. 2020 - May 2023  
Knoxville, TN

- Minors: Business Administration, French, and Graphic Design
- Graduated Summa Cum Laude

### Montgomery College

Aug. 2019 - May 2020  
Rockville, MD

- GPA: 4.0/4.0

## SKILLS

- French
- Adobe Creative Cloud
- Microsoft Office
- Google Workplace
- Apple's iWork
- Writing & Editing
- Detailed-Oriented
- Leadership
- Teamwork
- Organization

## HONORS

- Matt Dirs Memorial Award
- Excellence in Student Media Award
- Student Media Leadership Award

## OBJECTIVE STATEMENT

*Recent graduate with a Bachelor's Degree in advertising looking to break into the advertising and media industry. Seeking to leverage my education and skills to contribute to a dynamic advertising agency or marketing team.*

## WORK EXPERIENCE

### Editor-in-Chief

July 2022-June 2023

Ablaze Magazine (*formerly Honey Magazine*)

- Managed the student-run magazine and directed the editorial management team that supervises each department.
- Oversaw a team of approximately 60 college students in various departments and delegated jobs for each team.
- Planned and implemented a comprehensive rebrand from Honey Magazine to Ablaze Magazine.

### Fashion & E-Commerce Intern

May 2022-Aug. 2022

Curated for You

- Assisted with the development of models that were trained to detect characteristics and attributes in a piece of apparel.
- Applied those curation models for our client Lord and Taylor's website for a positive user experience.

### Public Relations Intern

May 2022-Aug. 2022

McNeil, Gray, & Rice Strategic Communications

- Pitched editorial opportunities to senior management at business to business companies throughout the United States.
- Negotiated with business leaders across a variety of sectors and industries about the benefits of positive public relations opportunities.

### Ad Sales Representative

Jan. 2022-May 2022

Honey Magazine

- Sold print and online advertising space to local businesses.
- Promoted advertising space through various social media platforms.
- Designed and produced web and print advertisements for several companies.

## ACTIVITIES

- Volunteer at Young-Williams Animal Shelter
- National Student Advertising Competition Participant
- Social Media Coordinator for The Fashion Society
- American Advertising Federation Member