

Sydney Edwards

832-845-1498 | Edwards.sydney2@gmail.com | <https://www.linkedin.com/in/sydney-edwards-7462681b6>

Sydney Edwards is a third-year business marketing student at Howard University with professional experience in the public relations industry, retail, consulting, and real estate. Committed to developing foundational knowledge to support her interest across the marketing and fashion industry. Providing a unique and valuable insight on how to engage the consumer and maintain long standing relationships ethically.

EDUCATION

Howard University Washington, D.C.
B.B.A in Marketing (Expected Graduation: May 2025)
Relevant Coursework: Business Orientation, Business Problem Solving

PROFESSIONAL EXPERIENCE

WhitPR

Virtual

Digital Media Intern

June 2023- August 2023

- Created organic content to publish to Instagram, LinkedIn, and Facebook across four different company accounts.
- Analyzed the performance of content across accounts and made content calendars based on insights.
- Collaborated with the social media manager and team members to develop and implement two social media campaigns and assisted in influencer discovery to drive engagement.
- Developed weekly digital marketing reports in order to review analytics and get an overview of the competitive landscape and top performing trends.

Nordstrom

Cherry Hill, N.J.

Sales Associate

June 2023 ~ August 2023

- Accelerated sales through excellent customer service and engagement with customers.
- Served as a brand ambassador, developing strong relationships with customers in store and through digitally selling.
- Managed 20+ transactions daily, quickly and properly while ensuring accuracy of charges and discounts/coupons.
- Met the \$1500 daily sales goal in order to meet commission and store sales goals.
- Remained knowledgeable about different in-store and online products in order to cross-sell to customers.

Paragon One X PwC

Virtual

PwC Remote Extern

Jan 2023- March 2023

- Delivered landscape maps of organizations that provide summer camp opportunities to build life skills among underserved youth to better understand EVkids' local competitive environment.
- Identified, researched, and analyzed organizations running programs/initiatives that provide immersive camping (or other similar opportunities) experiences to students.
- Conducted primary research in order to assess community needs and barriers to participation in Summer Camps or other immersive experiences.
- Presented insights and informed recommendations based on previous and collected research conducted in the Roxbury, Boston area.

PROFESSIONAL INVOLVEMENT / RELEVANT COURSEWORK

Steve Madden Retail Entrepreneurship Program - Team Member, Howard University

- Constructed a pop-up shop concept utilizing strategic merchandising skills and activated a Steve Madden giveaway on the Howard University Campus with a team of six other students.
- Engaged in influencer and marketing engagement strategies with the inclusion of an on campus entrepreneur to raise event awareness.
- Acquired practical retail entrepreneurship knowledge from industry professionals.

21st Century Advantage Program- AVEDA Product Relaunch Case Study, Howard University

- Collaborated with 17 first-year business students in order to propose a brand relaunch strategy for our corporate sponsor, Aveda.
- Networked with business professionals in various companies and fostered professional relationships through mentorship.
- Presented comprehensive presentations and improved public speaking by participating in group projects and case studies.

SKILLS

Hard Skills:

-Proficient in Google Workspace -Zoom/Video Conferencing -Canva -Research -Visual Merchandising -Customer service

Soft Skills:

-Collaboration - Organization -Interpersonal Skills -Comprehensive presentation -User/Customer reach -Effective communication