

Sydney Olivia Scheller

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Skills

Social Media, Digital Marketing | Copywriting | Leadership | Photoshop | InDesign | Illustrator | MS Word | MS Excel | Slack | Hootsuite | Google Analytics | Instagram and TikTok Analytics | Event Planning, Management | Interpersonal Communication | Google Workspace | WIX | SquareSpace

Education

- Asbury University
Master's of Arts in Communication | Expected May 2024 | Current GPA 3.79/4.00
Relevant Coursework: Strategic Marketing, Viral Marketing Methods, Strategic Fundraising, Cross-Platform Storytelling, Advanced Public Relations
- Asbury University
Bachelor's of Arts in Communication/Public Relations | May 2020 | GPA 3.67/4.00
Relevant Coursework: Interpersonal Communication, Communication Theory, Journalism, Photography I, Graphic Design I, Interactive Media I, Communication Campaigns, Creative Writing I, Media Ethics and Criticism, The Ethics of Marketing Faith (Directed Study).

Experience

[December 2021] – [Present]

Campaign Specialist | Long Haul Management | Remote

Responsible for end to end management of all brand campaigns for a group of 20 social media influencers, ensuring production of quality content for organic social campaigns for major brands. Cultivate and nurture effective partnerships between brands and creators resulting in long-lasting partnerships for interested parties. Maintain production schedules, track metrics and conversions for various campaigns, and leverage relationships with stakeholders to ensure alignment with their strategies or objectives for achieving success in all social media marketing campaigns.

[April 2021] – [June 2021]

Instructional Design Apprentice | International Olympic Committee | Remote

Created from scratch digital materials designed to instruct and inform students in graphic design, journalism, and television production.

[August 2020] – [July 2021]

Graduate Assistant | Asbury University | Wilmore, Kentucky

Created, developed, and implemented strategic social media campaigns across multiple social media channels (Instagram, Facebook) for Asbury University graduate and undergraduate communication department, utilizing skills in graphic design, copywriting, and social media management. Assisted in market research for multiple ongoing research projects for multiple professors, juggling up to five major research projects at a time, running strategic analyses of data in the communication and instructional design fields. Mentored undergraduate students in social media best practices and graduation preparation.

[August 2019] – [December 2020]

Philanthropy Intern | Christian Student Fellowship | Lexington, Kentucky

Assisted the Philanthropy Team with fundraising for special projects including a multi million dollar fundraising initiative to build two new buildings at the University of Kentucky campus for students to gather and fellowship on a daily and weekly basis by organizing grant applications, calling and building relationships with donors, aiding in hosting and organizing fundraising dinners, writing thank you notes to donors, and assisting in copywriting and distribution of email and print monthly and quarterly newsletters with updates from both the overall ministry and updates about the building fund.

[August 2019] – [May 2020]

Public Relations Specialist | Aspire Agency | Wilmore, Kentucky

Founder and Public Relations Specialist of student-run PR Agency, managing projects such as the High Bridge Film Festival, Haiti Artisan Co., and Youth Becoming Leaders. Managed a team of ten students to deliver monthly PR materials and reach social media targets. Developed strategy and marketing plans to drive product demand, increasing sales for Haiti Artisan Co. by 67%. Drove marketing initiatives to increase product visibility and market performance.

Awards & Acknowledgements

Asbury University Communication 2020 Character and Leadership Award

President , Asbury University PRSSA 2017-2020 | Member, Asbury Aspire PR Agency 2019-2020

Professional Memberships

Public Relations Society of America, May 2020-Present

Publications

Jones, Elizabeth; Scheller, Sydney; Vick, Nathan. "#MarketingFaith: Megachurch Pastors as Social Media Influencers." Research Perspectives on Social Media Influencers. Lexington Press, 2021.