Sydney Olivia Scheller

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EDUCATION

**MA**, Communication, Asbury University, Wilmore KY, anticipated August 2024

**BA**, Communication, Asbury University, Wilmore KY, Spring 2020 Concentration: Public Relations, 3.69/4.00 GPA

WORK HISTORY

## Graduate Assistantships

* Asbury University, *Communication Graduate Assistant*
	+ Advise PRSSA
	+ Advise Communication and Theater Undergraduate Student Social Media Managers
	+ Manage @asburygradcom Instagram page
	+ Research Assistant to Dr. Lisa Jones and Dr. Elizabeth Jones

## Directed Study

* The Ethics of Marketing Faith, *Asbury University, Wilmore KY, Fall 2018-*

*Spring 2020*

* + Conducted original research which was subsequently published in 2021. Studied under Dr. Elizabeth Jones in communication research

methods.

* Communication Department Social Media Manager and Assistant, *Asbury University, Wilmore KY, 2019-2020 Academic Term*
	+ Served as the social media and content manager for the school of Communication Arts while offering additional aid to Dr. Jim Shores in

his Cultural Influences in Mass Media course by leading discussion and teaching in his absence.

## Leadership Positions

* Public Relations Student Society, Asbury University Chapter
	+ *President*, 2017-2018; 2019-2020
	+ *Vice President*, 2018-2019
* Asbury University Concert Committee, Asbury Student Congress
	+ *Chair*, 2018-2019; 2019-2020

## Employment

* Pylons Cloud Innovations, *Sales Development Representative, Oct. 2022-Present*
* Long Haul Management, *Campaign Manager, Nov. 2021-October 2022*

## Internships

* International Olympic Committee Instructional Design Apprentice, Summer 2021
* PR Intern, VisitLex, Lexington KY Spring 2020
* Philanthropy Intern, Christian Student Fellowship, Lexington KY, Fall 2019
* Social Media Intern, Scheller’s Fitness & Cycling, Louisville KY, Summer 2018

HONORS AND AWARDS

Dean’s List, *Asbury University, 2017-2020*

Graduated Cum Laude, *Asbury University, 2020*

Asbury University Communications 2020 Character and Leadership Award*, Asbury University, Spring 2020*

Given to one communication student per year who possesses superb leadership abilities and exemplifies the qualities of a servant leader through excellence in both coursework and mentorship of peers and younger students throughout the communication department during his or her four years at Asbury University.

Outstanding Student Activities Board Member of the Year*, Asbury University, Spring 2019*

Given to one board member per year that has excelled both academically and as chair of their committee. Received April 2019 for service to the Student Activities Board while serving as the Concert Committee Chair.

Servant Leadership Award (Nomination), *Asbury University, Spring 2019*

Given to three juniors who excel in servant leadership during their tenure at the University. Nominated by the Communication Department Chair for service to the Communication Major, participation in Asbury Student Congress, and mentorship of younger students.

PUBLICATIONS

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

COMMUNITY SERVICE

## Christian Student Fellowship

Production Volunteer, Fall 2019-Spring 2020

## The Paradox Show

Social Media Assistant and Producer, Louisville KY, Summer 2019

## Southeast Christian Church

Lead Video Volunteer, Louisville KY, 2014-2017

PROFESSIONAL MEMBERSHIPS

* Public Relations Student Society of America, Asbury University Chapter, 2018-2020.
* Public Relations Society of America, 2020-2022

REFERENCES

## Dr. James W. Shores

jimshores@asbury.edu, 828.279.1484

## Dr. Elizabeth Jones

elizabeth.jones@asbury.edu, 765.716.1889

## Todd Wold

todd.wold@asbury.edu, 612.695.8252