

Sydney Durbin

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Professional Summary

Dynamic communications professional with expertise in marketing strategy, team leadership, and graphic design. Proven success in driving engagement, managing operational processes, and crafting compelling brand narratives. Passionate about fostering collaborative environments and delivering measurable results through innovative strategies.

Education

Missouri Western State University – St. Joseph, MO
Bachelor of Science in Strategic Communication, May 2021

- Minor: Spanish | Graphic Design

Professional Experience

Madewell – Kansas City, MO
Assistant Manager – Operations & Hiring
June 2023 – Present

- Conducted interviews and streamlined onboarding, reducing average hiring time while meeting all staffing requirements.
- Optimized store productivity through efficient scheduling and task delegation, boosting operational efficiency.
- Fostered a positive work culture by mentoring team members, driving both customer and employee satisfaction scores to a record high.

Rare Nutrition – St. Joseph, MO
Chief Marketing Officer
May 2021 – May 2023

- Directed end-to-end marketing strategies, increasing brand awareness by 20% through innovative campaigns and cohesive messaging.
- Analyzed consumer data to inform key decisions, resulting in a 25% boost in social media engagement and improved ROI for trade shows.
- Spearheaded product branding and packaging design, leading to the successful launch of three new products within two years.

Griffon Media – St. Joseph, MO

Design Director

July 2020 – August 2021

- Led the creative production of the annual yearbook, facilitating an increase in student participation and campus engagement.
- Designed and executed layouts and visuals using Adobe Creative Suite, ensuring consistency with brand guidelines and storytelling objectives.
- Managed a team of contributors, fostering collaboration and meeting all deadlines.

Saint Joseph School District (SJSD) – St. Joseph, MO

Communications and Videography Intern

January 2021 – June 2021

- Created digital assets for the district website.
- Produced virtual art show packages for multiple schools, enhancing community engagement during remote learning periods.
- Developed feature story packages for social media, contributing to a 10% increase in followers and overall reach.

Skills

- **Marketing & Communications:** Strategic Planning, Social Media Management, Branding, Copywriting
- **Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Packaging Design, Typography
- **Technical:** Website Management, Analytics Tools, Video Editing