

Sydney Durbin

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Professional Summary

Digital Operations and Marketing Professional with expertise in social media advertising, campaign strategy, and cross-team operations. Proven success leading multi-market digital programs that generate measurable business outcomes. Skilled at translating analytics into actionable insights, creating SOPs, and enabling teams to execute high-performing campaigns.

Education

Missouri Western State University – St. Joseph, MO

Bachelor of Science in Strategic Communication, May 2021

Minor: Spanish | Graphic Design

Professional Experience

City Lifestyle – Kansas City

Digital Operations Manager | January 2025 – Present

- Led the launch and national rollout of City Lifestyle's Social Media Marketing program across franchise markets.
- Oversaw Meta campaigns delivering 32.7M+ impressions and 552K+ clicks, achieving a 1.59% CTR, outperforming industry benchmarks from launch to end of year one.
- Built internal frameworks, SOPs, and training resources, enabling publishers to confidently sell and support paid social campaigns.
- Supported publications in driving measurable campaign outcomes, including up to 50% increase in inbound leads in some markets.
- Managed lead generation campaigns contributing to \$78K in total contract value from a single lead, supporting program adoption and revenue growth.

Madewell – Kansas City, MO

Assistant Manager – Operations & Hiring | June 2023 – January 2025

- Managed the full hiring lifecycle, including interviewing, onboarding, and training new team members.
- Created and maintained schedules that optimized labor budgets while meeting business needs.
- Led loss prevention initiatives and training, reducing shrink and strengthening operational safeguards.
- Supported sales floor leadership to deliver exceptional customer experiences and build a high-performing team.

Rare Nutrition – St. Joseph, MO

Chief Marketing Officer | May 2021 – May 2023

- Designed complete brand identity, including logo, color palette, packaging, marketing collateral, and trade show displays.
- Managed all social media channels (LinkedIn, Facebook, Instagram, TikTok), growing brand awareness and engagement through targeted content.
- Directed creative campaigns for product launches, including photoshoots, commercials, and seasonal recipe development.
- Executed email and social media campaigns to connect with dietitians, healthcare providers, and food service professionals.
- Built and sent PR packages to industry contacts, driving product trials and relationship-building.
- Represented the brand at demos and trade shows, educating professionals on nutritional benefits and building industry partnerships.

Skills

- **Digital Marketing & Operations:** Social Media Advertising + Design, Campaign Management, Lead Generation, Franchisee Enablement, Analytics & Reporting
- **Marketing & Communications:** Branding, Copywriting, Strategic Planning
- **Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Packaging Design, Typography
- **Technical:** Meta Ads Manager, Meta Business Suite, Website Management, Video Editing, AirTable