

SYDNEY LITTLE

Creative Communications

INFO

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**Location**

San Francisco, CA

**LinkedIn**

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EDUCATION

Bachelor of Arts

Strategic Communications

Elon University

2008 - 2010

North Carolina State University

2006 - 2008

ACHIEVEMENTS

Consumer Reports Top 5

Website and social media efforts

North Carolina Medical Board

2016

Presidents Award

Curtis Media Group

2012

NCAA Division I Soccer

Elon University

2008-2010

North Carolina State University

2006-2008

EXPERIENCE

Communications Coordinator

North Carolina Medical Board | 2014 - 2017

- Led a re-branding campaign to focus internal and external communications and social media forums. This campaign resulted in a Top 5 Consumer Reports ranking among medical boards.
- Implemented a comprehensive social media strategy to expand brand identity. Resulted in organic growth of the social media community by 200%. Key performance indicators included Facebook page likes and Twitter followers.
- Created deliverables and executed traditional media to stakeholders, licensees, and the North Carolina public.
- Managed the design and distribution of The Forum publication to a targeted audience of over 50,000. Lead the marketing strategies each quarter based on content topic to audience segments.
- Established long-range objectives for Board members seeking election to the Federation of State Medical Boards and developed grassroots strategies to help achieve them.
- Handled all digital and inbound communications on behalf of the Board to stakeholders, media outlets, and general public.

Assistant Director of Digital Operations

Curtis Media Group | 2012 to 2014

- Optimized profitability by developing a comprehensive digital marketing strategy, including production schedule, creative development, execution, segmentation, and analysis for clients.
- Managed social media programs, including Internet forums, blogs, social networking applications and message boards for 8 Radio Stations.
- Design and implemented website takeovers and digital campaigns for clients such as MillerCoors, McDonalds, LiveNation, NASCAR, and the UNC Children's Hospital.

Sales and Promotions Assistant

Curtis Media Group | 2010 to 2012

- Coordinated weekly and monthly marketing and artist events, such as onsite promotions, contest, giveaways, and artist meet and greets.
- Led interns to develop promotions, provide creative services, and conduct PR.
- Served as central point of contact for all outside vendors, clients, and listeners needing to gain access to the building.