



# Sydney E. Baker

Strategy / Branding / Web Management

859 / 270 / 3783

## SUMMARY OF QUALIFICATIONS

Dynamic Marketing Communication Specialist with extensive experience in branding, web content management, and strategic planning. Proven track record of enhancing brand visibility, driving user engagement, and leading cross-functional teams in both corporate and entrepreneurial settings. Strong expertise in Agile methodology, WCAG standards, and content management systems.

### WEB CONTENT ADMINISTRATOR

Atria Senior Living | September 2023

- Manage and optimize web content across four brands and 300+ community pages, leading to increased user engagement.
- Collaborate with software developers and creative teams to enhance online user experiences and boost lead generation.
- Lead the successful CMS migration of 1,000+ webpages to a new environment, ensuring compliance with WCAG standards.

### MARKETING COMMUNICATION SPECIALIST

Evidence In Motion | July - September 2023

- Developed and executed social media and email marketing strategies, resulting in increased brand awareness and sales.
- Drafted, published, and analyzed content across multiple platforms to drive engagement and conversion

### DIRECTOR OF STRATEGY

The Bird's Nest @ University of Louisville | August 2022 - May 2023

- Spearheaded the agency's strategic planning and launch, implementing campaigns that met and exceeded client goals.
- Published an employee handbook and oversaw business operations, contributing to the seamless execution of agency activities.

### SKILLS

Strategic  
Planning &  
Execution

Web Content  
Management

Branding &  
Marketing  
Strategy

WCAG Standards  
Compliance

Business  
Operations &  
Leadership

Social Media  
Management

Content Creation  
& Optimization

Agile  
Methodology &  
CMS Migration

WordPress

Hootsuite

Buffer

ActiveCampaign

Salesforce

## **OWNER & OPERATOR**

White Bounce House Lou | May 2022 - Sept 2022

- Established branding strategy and managed all content, including web design and digital advertising.
- Successfully managed leads, scheduling, and client relationships, driving business growth during operational months.

## **PARTNER & FOUNDING MEMBER**

Generations Cleaning Services | March 2020

- Developed and maintained a strong brand presence through strategic content management and social media outreach.
- Managed financial operations, including taxes, payroll, and inventory, ensuring business sustainability.

## **MARKETING ASSISTANT**

Jefferson County Public Schools | Feb 2020 - July 2021

- Managed social media accounts, increasing engagement by 200% during district-wide school closures.
- Coordinated virtual initiatives like the Backpack Buddies Program, ensuring continued community support during the pandemic.

## **CO-OWNER & OPERATOR**

C5 The Beauty Hive, LLC | May 2018 - Jan 2020

- Oversaw business finances and developed marketing materials that increased brand visibility and client bookings.
- Managed web design, social media content, and daily operations, contributing to the business's growth and success.

## **PHILANTHROPY ASSISTANT**

University of Kentucky College of Arts & Sciences | Jan 2018 - Feb 2020

- Managed annual events and donor engagement activities, raising over \$45,000 through a new 24-hour online giving campaign.
- Provided comprehensive fundraising support to 19 departments, including content creation and prospect reporting.

## **PROMOTIONS ASSISTANT**

Cumulus Media | Sept 2016 - Jan 2018

- Represented radio stations at various client events, drafting media proposals and creating engaging content for social media platforms.

## **EDUCATION**

### **MASTER OF ARTS IN COMMUNICATION**

University of Louisville

### **BACHELOR OF ARTS, INTEGRATED STRATEGIC COMMUNICATION**

University of Kentucky | Magna Cum Laude

