

# Sydney Hopkins

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## EDUCATION

**Master of Arts in Communication**, Clemson University, Clemson, SC May 2025

- Outstanding Graduate Teaching Assistant for College of Behavioral, Social and Health Sciences

**Bachelor of Science in Media Studies**, Radford University, Radford, VA May 2023

- Concentration: Advertising | Minors: Digital Communication, Marketing
- Highlander Honors Distinction | Dean's List

## WORK EXPERIENCE

**Social Media Marketing Intern**, Greenville, SC June 2025 – Present

*Waypost Marketing*

- Create and edit social media content for multiple client accounts using HubSpot
- Conduct market research to identify and apply social media best practices tailored to each client's goals
- Support content planning and scheduling to enhance engagement across platforms

**Communication/Marketing Intern**, Greenville, SC May – August 2024

*Jeff Dezen Public Relations*

- Crafted and edited press releases, media kits, and client communications to strengthen brand visibility
- Monitored media coverage, providing insights and analyzing share-of-voice metrics to gauge public perception
- Cultivated relationships with new media contacts to expand outreach opportunities for clients

**Social Media Listening Intern**, Clemson, SC May 2024 – May 2025

*Social Media Listening Center, Clemson University*

- Utilize Sprinklr to monitor and analyze social media data and trends
- Develop and execute social media campaigns tailored to client needs and audience preferences
- Collaborate directly with client to understand goals and provide tailored insights

**Team Lead**, Remote January – May 2023

*Nonprofit Marketing Immersion – Google Ad Grants*

- Led a team in optimizing a nonprofit's Google Ad Grants account, increasing their digital ad reach
- Conducted in-depth keyword research and implemented performance strategies to improve campaign outcomes

**Digital Communication Intern**, Radford, VA January – May 2022

*Office of University Relations, Radford University*

- Produced engaging copy and visual content for the university's official social media platforms
- Captured and edited professional photos to enhance digital content and brand presence
- Wrote and curated articles for the university website, showcasing campus events and news

## LEADERSHIP

Graduate Teaching Assistant, Orientation Student Director, Student Government Association (executive board), Phi Sigma Sigma (alumnae), Graduate Association for Communication Students (vice president)

## SKILLS

**Technical Skills:** Adobe Creative Suite, Canva, Content Management Systems (CMS), Data Visualization, Search Engine Optimization (SEO), Customer Experience Management Systems (CEM), CapCut Video Editing

**Communication Skills:** Public Speaking, Team Collaboration, Social Media Strategy & Engagement, Media Relations

**Certifications:** Google Ads Measurement Certification, HubSpot SEO Certification, Truist Emerging Leaders Certification