

# SYDNEY SEDLOFF

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## SUMMARY

An ambitious and disciplined recent graduate in Digital Media for Web Design at the University of Central Florida. Succeeded with top scores in rigorous client-side, server-side, and mobile development classes. Is very disciplined in time management, organization, and works well in fast-paced environments.

## WORK EXPERIENCE

### MAY 2024 – CURRENT

#### PROJECT MANAGER, INTEGRIS GROUP – ORLANDO

- Create project timelines for clients specializing in themed entertainment, helping to identify and remove blockers and find efficiencies
- Manage execution of an average of 30 projects at a time with timelines ranging from 1 day to 9 months.
- Assisted in starting and streamlining 3 scrum teams by creating standard practices, defining requirements, introducing Kanban boards, and upkeeping high-level timelines
- Assign tasks and route jobs for internal, licenser, and legal approvals as necessary before requesting and delivering final assets.
- Manage confidential projects such as Digital Logo Development, Park Map Creation, and Website Enhancements

### FEBRUARY 2024 – MAY 2024

#### SEO & ADVANCED ANALYST, NET CONVERSION – ORLANDO

- Conduct UX and SEO site audits
- Assist in generating key words for partners and implementing a strategy around them
- Maintain accurate, detailed reporting and dashboards, utilizing Looker Studio for visualization
- Ensure accuracy of data management projects within Excel and Google Sheets
- Work cross functionally with teams (Media Analytics and Marketing) to support data aggregation, automation, and improve partner performance

### AUGUST 2023 – JANUARY 2024

#### DIGITAL PROJECT MANAGEMENT INTERN, UNIVERSAL – ORLANDO

- Manage creative project execution, utilizing Workfront and communicating via Microsoft Teams
- Attend and participate in Agile ceremonies
- Create project timelines, helping to identify and remove blockers and find efficiencies
- Assign tasks and route jobs for internal, licenser, and legal approvals as necessary before requesting and delivering final assets.
- Help launch campaigns such as Holidays and Resorts AP 40% Off Offers

### MAY 2023 – AUGUST 2023

#### EMAIL DEVELOPMENT INTERN, UNIVERSAL – ORLANDO

- Build emails from template provided by DigiCon team using a code editor
- Attend and participate in Agile ceremonies
- Test and deploy email using Salesforce
- Update projects in Workfront

- Help deploy emails for the Halloween Horror Night '23 Campaign

#### **JANUARY 2023 – MAY 2023**

##### **BILLING, DERMASTART– WINTER GARDEN**

- Create and manage purchase orders
- Manage invoices in QuickBooks
- Provide and troubleshoot shipment tracking to customers
- Contact customers about accounts receivables
- Prepare items for shipment

#### **DECEMBER 2020 – MAY 2023**

##### **RETAIL, WRITER'S BLOCK BOOKSTORE – WINTER GARDEN**

- Assist customers with finding books suitable to their needs
- Manage stock by processing and packing returns in IBID
- Open and close cash store by counting register and being a keyholder
- Keep store tidy by dusting, vacuuming, and mopping

#### **JUNE 2021**

##### **PRODUCTION ASSISTANT, SOUTHEAST AUDIO SERVICES**

- Support a production set for a WWE commercial
- Assist with set preparation and takedown including camera, audio, and lighting equipment
- Aid in generating B-Roll

## **EDUCATION**

#### **AUGUST 2020 – MAY 2024**

##### **B.A. DIGITAL MEDIA, UNIVERSITY OF CENTRAL FLORIDA**

Web & Social Platforms Track

Graduated Magna Cum Laude

## **SKILLS**

- |              |                                  |                   |
|--------------|----------------------------------|-------------------|
| • HTML & CSS | • Microsoft Word Certified       | • Communication   |
| • JavaScript | • Microsoft Excel Certified      | • Time Management |
| • Node.js    | • Microsoft PowerPoint Certified | • Motivation      |
| • Express    | • Intermediate Level in French   | • Organization    |
| • MongoDB    | • Adobe Photoshop Certified      | • Deliberative    |
| • WordPress  | • Google Analytics Certified     | • Achiever        |
| • Workfront  |                                  | • Analytical      |
|              |                                  | • Eager to Learn  |