

SYDNEY SEDLOFF

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SUMMARY

An ambitious and disciplined Project/Program Manager with a technical background. Can adapt to various project types including creative, MarTech, operational, and technical work. Is very disciplined in time management, organization, and works well in fast-paced environments.

WORK EXPERIENCE

AUGUST 2025 - CURRENT

MANAGER – CAMPAIGN DELIVERY, INTEGRIS GROUP – ORLANDO

- Manage a project management team of 4-6 direct reports to support client Campaign operations
- Create project timelines for clients specializing in themed entertainment, helping to identify/remove blockers and find efficiencies
- Ensure proper compliance approvals by routing jobs for internal, licensor, and legal approvals
- Stand up new project and program teams by creating process flows, aligning with executive stakeholders, and setting up documentation such as RAID logs, status reports, and project templates
- Create standards for all Project Managers by implementing processes for client teams and creating documentation for internal onboarding

MAY 2024 – AUGUST 2025

PROJECT MANAGER, INTEGRIS GROUP – ORLANDO

- Create project timelines for clients specializing in themed entertainment, helping to identify/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
- Ensure proper compliance approvals by routing jobs for internal, licensor, and legal approvals
- 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, licensor, 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

EDUCATION

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 |