

SYDNEY SEDLOFF

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[Website](#) - [LinkedIn](#)

SUMMARY

An ambitious and disciplined college student working towards a BA 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

FEBRUARY 2024 – CURRENT

ADVANCED ANALYST, NET CONVERSION– ORLANDO

- Conduct UX/UI site audits
- Collect, aggregate, and report on data from a variety of client sources
- Maintain accurate, detailed reporting and dashboards, utilizing Looker Studio for visualization
- Ensure accuracy of data management projects within Excel and Gsheets
- Work cross functionally with teams (Media Analytics and Marketing) to support with data aggregation, automation, and improve partner performance

AUGUST 2023 – JANUARY 2024

DIGITAL PROJECT MANAGER, 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, licensior, and legal approvals as necessary before requesting and delivering final assets.
- Helped launch campaigns such as Holidays and Resorts AP 40% Off Offers

MAY 2023 – AUGUST 2023

EMAIL DEVELOPER, UNIVERSAL– ORLANDO

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

CURRENT STUDENT, UNIVERISTY OF CENTRAL FLORIDA

Major: Digital Media – Web Design (Senior) - 3.9 GPA

Relevant Coursework: Front-End Web Development, Client-Side Scripting, Server-Side Scripting, Fundamentals of Interactive Design, User-Centered Design, Mobile Development

Student Involvement: Treasurer and Project Manager of the Design & Code Club

SKILLS

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