

Sidney Berry

(770)731-5039

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Results oriented designer and marketer that has a keen ability to meet client needs with creative solutions.



EXPERIENCE

Bloomberg Media, New York — Client Marketing Intern

June 2023- Present

- Aided US Client Marketing team in the development of cross-platform creative proposals across practice areas including: Finance, Luxury, and Technology
- Gained an understanding of the paid media lifecycle from proactive and RFP based requests and collaborated with Marketing counterparts from campaign ideation to implementation
- Introduced and implemented new creative template and format for use across the Marketing team's client presentations and proposals
- Built and maintained relationships with key internal stakeholders

TedxFAMU, Tallahassee, Fl — Graphic Designer

July 2022 - January 2023

- Created 20+ works & projects with Photoshop & Illustrator to be advertised to the public
- Designed a unique brand identity & brand image advertised across 2 social media platforms, websites and print ads
- Performed strategic marketing initiatives, meeting 100% compliance with TED policies & procedures

Journey Magazine, Tallahassee, Fl — Social Media Director

July 2021- May 2022

- Created & posted social content, engaged with followers & contributed to the 20% growth of combined social media platforms
- Stayed up-to-date with social media trends, drafted content calendars & implemented a high-quality marketing strategy for 2 media channels
- Converted longer form content (blogs, articles, etc) into micro-content (short video posts, stories, memes, etc) suitable for social media
- Used Photoshop & Illustrator to create compelling & relatable visualizations that regularly grossed 200+ likes, comments & shares

BrandsbyBry, D.C, WA — Marketing and Communications Intern

May 2021- August 2022

- Created and managed media lists & distributed relevant materials to targeted media outlets
- Curated a marketing plan and marketing materials for an annual Women's Summit that hosts over 2000 guests

EDUCATION

Florida Agricultural & Mechanical University

—Tallahassee, Fl

- B.S in Public Relations
- GPA: 3.86/4.0
- Honors: Dean's List 2020-Present

SKILLS

- Press Release Management & Marketing Strategy
- Digital Marketing Campaigns
- Media Communications
- Client Relationship Management & Servicing
- Graphic Design
- Adobe Creative Suite
- UX/ UI Design

CERTIFICATIONS

- CAMS ANA Marketing Student | Association of National Advertisers | Aug. '23
- Fundamentals of Social Media Muck Rack Academy | Sept. '22
- Fundamentals of Media Relations | Muck Rack Academy | Sept. '22

ORGANIZATIONS

- Alpha Kappa Alpha Sorority, Inc. | 2022-present
- Junior Class President | 2022-2023
- FAMU Public Relations Society of America Eboard | 2021-2022