

SYDNE KOBZA

Communicator & Content Strategist

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Education

Washington State University Vancouver

December 2019

- B.A. in Digital Technology & Culture
- Major also in Strategic Communication
- Writing Portfolio ranked in Washington State University's 90th percentile
- GPA: 3.97

Professional Experience

VanParksVision: Copywriter and Social Media Manager (Sept. 2019 – Present)

bit.ly/vanparksvision

A mobile app that uses augmented reality to envision two upcoming Vancouver, WA city parks.

- Developing and implementing the app's social media and promotional strategy
- Producing photo and video content for the VanParksVision app and CMDC accounts
- Researching and writing copy for both promotional and in-app purposes

The Gang Gets Analyzed – A Social Media Case Study: Researcher and Writer

bit.ly/iasip-study

A strategic analysis of the social media campaign prior to and during season 13 of "It's Always Sunny in Philadelphia."

- Collected and analyzed social media data over a three month period
- Combined written and visual skills to display findings in a comprehensive and easy-to-read format

Holiday Friends in Astoria: Videographer and Editor

bit.ly/astorbldg

A mini-documentary that depicts a band's show at the historic Astor Building from start to finish.

- Interviewed a band with thoroughly prepared questions
- Filmed band at rehearsal and at live show
- Edited footage into a concise mini-documentary

Vortex Music Magazine: Contributing Photographer (March 2015 – Present)

bit.ly/vrtxmag

A quarterly print and online music publication in Portland, Oregon.

- Communicating with press contacts
- Photographing concerts
- Editing photographs and delivering to editors in a timely manner

Technical Skills

- Adobe Creative Suite (Lightroom, Photoshop, Premiere Pro, Audition, Illustrator)
- Data analytics
- WordPress
- HTML5/CSS3
- Microsoft Excel

Essential Skills

- Market research and campaign planning
- Leadership and project management
- Excellent written and verbal communication
- Time management
- Public speaking

Certifications

- Hootsuite Platform
- Hootsuite Social Media
- Google AdWords

Hobbies

- Photographing concerts
- Hiking and camping
- Reading