

Sydney Conrad

Sydneyconrad21@gmail.com • (713)-817-6268

EDUCATION

The University of Texas at Austin	Bachelor of Science in Public Relations Minor: Business Overall GPA: 3.85	May 2026
Universitat Autònoma de Barcelona	International Business and Spanish Culture- Barcelona, Spain	May 2024

EXPERIENCE

Helm & Rudder Travel – <i>PR Intern</i> ; Austin, TX	July 2024 – Present
<ul style="list-style-type: none">Collaborate with The Scout Guide-Austin to increase brand awareness, creating strategic content that enhances community visibility and engagementAnalyze social media performance by identifying posts with the highest and lowest engagement, refining content strategy to boost future interactions and optimize resultsTrack call-to-action (CTA) strategy effectiveness through competitive analysis and developed new strategies to improve follower conversion and customer acquisition.	
Craddick PR – <i>Intern</i> ; Austin, TX	February 2023 – May 2023
<ul style="list-style-type: none">Coordinated press releases and digital assets across platforms to promote high-profile fundraising events, generating extensive media coverageTracked and summarized event postings and influencer interactions across websites and social media to show clients how well their event has been promotedPromoted the success of significant fundraising events such as The Kindness Campaign Community Event and the Art of Kindness Gala which received extensive media coverage	
Swoon Memorial – <i>Intern</i> ; Houston, TX	January 2021 – August 2022
<ul style="list-style-type: none">Generated and distributed weekly newsletters covering local events, retail, and dining, enhancing community engagement through targeted contentSupported event planning, collaborated with advertisers, and crafted promotional email campaigns to drive participation and brand loyalty	

LEADERSHIP EXPERIENCE AND ACTIVITIES

Kappa Alpha Theta Facility Management Director – Austin, TX	August 2024 – Present
<ul style="list-style-type: none">Manage day-to-day operations of the sorority house, ensuring maintenance, cleanliness, and safety for 59 residentsBudget and track expenses for facility needs, ensuring efficient use of resources and adherence to financial goalsImplement a system to track points for housing assignments, streamlining the selection process and ensuring fairness	
Public Relations Student Society of America (PRSSA)	January 2023-May 2024
<ul style="list-style-type: none">Engaged in professional speaker events and networking opportunities, gaining valuable insight into the diverse field of public relationsStrengthened relationships with other PRSSA members, expanding my professional network	

HONORS

University of Texas, Alpha Lambda Delta	2023
<ul style="list-style-type: none">Selected for membership based on scholastic achievement during my first year at The University of Texas at Austin	
Dean's List: Spring 2024 (Moody College of Communication)	2024

ADDITIONAL INFORMATION

Skills: Microsoft Excel, Microsoft Word, Canva, Writing and Editing, Event Promotion, Team Collaboration

Certifications: Microsoft Word Specialist Certification (2019)

Interests: Finance, Strategic Communication, Global business, Advertising, Travel, Social Media, Youth Volunteer Work

Affiliations: Kappa Alpha Theta Sorority

Work Eligibility: Eligible to work in the U.S. with no restrictions