

# SYDNEY SNYDER

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## EDUCATION

### SHEPHERD UNIVERSITY | SHEPHERDSTOWN, WEST VIRGINIA

Bachelor of Science in Strategic Communication with a Minor in Marketing | 2021-2024

Relevant Coursework: Strategic Marketing, Digital Marketing, Promotional Strategy, Media Studies, Social Media, Advertising & Imagery, Advanced TV Production, Media & Audience Analytics, Computer Mediated Communication, Writing Across Platforms, Public Relations, Retailing, Consumer Behavior

## EXPERIENCE

### DRB HOMES | MARKETING COORDINATOR

March 2025 - Current

Lead top-of-funnel marketing strategy for one of the nation's top 20 homebuilders and the third-largest private builder. Serve as the owner of all social media and email marketing, executing paid and organic campaigns that drive brand awareness, engagement, and lead generation. Manage marketing deliverables supporting a 30+ person sales team while maintaining website accuracy and performance. Act as the primary contact for key partners, including MLS platforms such as Zillow, along with agencies and creative vendors. Direct content creation from concept through execution, producing audience-focused assets across digital channels. Lead community outreach and launch initiatives to strengthen brand presence and buyer engagement.

### FREELANCE | GRAPHIC DESIGNER

Dec 2025 - March 2025

Freelance Marketing and Design Consultant providing creative strategy and marketing support for small businesses in Funkstown, Maryland. Developed brand identities through custom logos, business cards, and digital assets while designing website updates and social media content that enhanced visibility and engagement. Delivered print collateral including flyers, signage, and price tags—to support local marketing initiatives and strengthen community presence. Combined creative design with strategic insight to elevate brand experience.

## SKILLS

- Email Marketing & Campaign Management
- Social Media Content Creation & Graphic Design
- CRM Nurturing & Lead Generation
- Data Analytics & Reporting
- Branding & Identity Development
- Presentation Development & Meeting Facilitation
- Copywriting & Website Management