

SYDNEY RHODES

Digital Content Producer | Marketing Coordinator | Social Media Manager
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SUMMARY

Digital marketing and social media professional with 6+ years of experience producing digital content, coordinating marketing initiatives, and managing social media platforms for consumer, lifestyle, travel, and hospitality brands. Experienced in supporting social media and digital marketing strategy through content planning, campaign execution, platform optimization, and performance reporting. Proven ability to collaborate with cross-functional teams and brand partners, manage timelines and deliverables, and create engaging digital content that drives brand awareness, audience growth, and measurable results.

EXPERIENCE

Digital Content Producer & Social Media Manager | Rhodes Media Co. | 2019–Present

- Produced and managed digital content and social media campaigns for consumer, lifestyle, travel, and hospitality brands, including NASA, Microsoft, Amazon, Toyota, Virgin Voyages, and more.
- Managed and grew multi-platform social media accounts with a combined audience of 275K+ followers, supporting brand awareness, engagement, and campaign performance.
- Coordinated end-to-end social media execution, including content planning, publishing timelines, campaign deadlines, and deliverables across Instagram, TikTok, Facebook, and YouTube.
- Developed and executed platform-specific content strategies and assets aligned with marketing objectives, audience insights, and brand guidelines.
- Partnered with internal teams, PR agencies, and external brand stakeholders to align content with campaign strategy, while tracking and reporting on performance metrics to inform optimization.

Creative Pro | Apple, Inc. | 2018 – 2024

- Planned and facilitated educational sessions based on community interest, seasonality, and product launches, covering photography, videography, and creative workflows using Apple products and services.
- Partnered with Apple’s business team to provide one-on-one and group training for educators, organizations, and small businesses, supporting effective use of Apple tools and platforms.
- Maintained up-to-date knowledge of Apple software updates and product releases, incorporating new features into training sessions and product demonstrations to support launch readiness and internal enablement.

SKILLS

Social Media Management, Digital Content Production, Marketing Coordination, Content Planning and Calendars, Campaign Execution, Community Management, Performance Analytics and Reporting, Platform Optimization, Cross-Functional Collaboration, Stakeholder Communication, Brand Partnerships, Project and Timeline Management

EDUCATION

Bachelor of Business Administration (B.B.A), Marketing (In Progress)

Georgia State University | Atlanta, GA

References available upon request