

Sydney Keigley

COMMUNICATIONS • BRAND MANAGEMENT

contact

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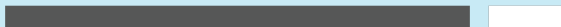
awards + recognitions

2018 BEST SOCIAL MEDIA
CAMPAIGN -
Giving Hearts Day

2015 HONORABLE MENTION -
PRSSA Bateman
Competition for
Home Matters

Technical skills

Adobe InDesign



Adobe Photoshop



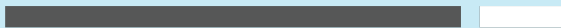
Adobe Illustrator



Wix Websites



Microsoft Office



profile

I am a qualified communications expert with over five years of experience in my field. I primarily worked in a nonprofit industry allowing me to work efficiently with a low budget and a small team. I have also explored working as an independent contractor which has allowed me to broaden my range and expand my level of experience into more categories and services including print and website design, brand identification and marketing.

education

2015 MINNESOTA STATE UNIVERSITY -
MOORHEAD

B.S. Mass Communications
Emphasis in Public Relations

Cum Laude

Work experience

2020 EXECUTIVE TEAM
Lutheran Social Services of ND

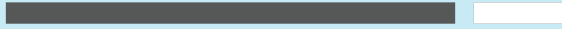
As the communications representative of the Executive Team I engaged in discussions surrounding agency policy and procedures, helped identify ways to integrate (40+) teams and solidified agency best practices for internal and external communication.

professional skills

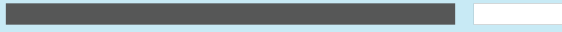
Leadership



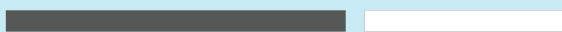
Efficiency



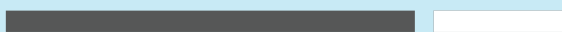
Social Media Management



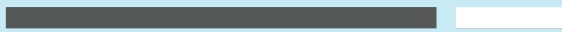
Event Planning



Multitasking



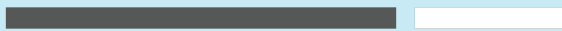
Creativity



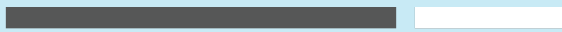
Budget Management



Vendor Relations



Analytics & Reporting



related experience

INDEPENDENT CONTRACTOR
2015-present

Moorhead Center Mall
Monthly Calendar Development

Body by Buff Barbie
Brand Identification
Website Development

Carbivore Cookies
Website Sales Updates

SK Designs
Wedding Stationary

2019

COMMUNICATIONS TEAM LEAD
Lutheran Social Services of ND

Developing and implementing a communications strategy was the primary focus of my role as team lead. I was responsible for guiding Agency messaging, including establishment of brand standards, shared language, and imagery. In addition, I was responsible for budget proposal and management.

2017

COMMUNICATIONS COORDINATOR
Lutheran Social Services of ND

I stepped into a leadership role with this position. I was responsible for supervising my team as well as cultivating relationships with external vendors and partners.

2016

COMMUNICATIONS SPECIALIST
Lutheran Social Services of ND

I was responsible for promoting a positive public image and raising awareness of LSSND and its services through design and brand consistency on print materials and online platforms including e-newsletters and social media.

2015

COMMUNICATIONS INTERN
Lutheran Social Services of ND

As an intern, I was shared in managing and developing content for our our social media channels. In addition, I was given special projects where I designed marketing materials and assisted with overall program planning.

2014

COMMUNICATIONS CONSULTANT
Kelner Communications

In my role as a consultant, I assisted the team with their online presence. I regularly updated their website to include current client's and testimonials. I also managed their social media and highlighted client and partner relationships.