

Sydney McCrone

Eugene, Oregon, 971-272-3864, sydneyeccrone1@gmail.com

LINKS

[LinkedIn](#), [Wordpress](#)

EDUCATION

2023 — 2026

Bachelor of Arts, Public Relations and Political Science,
University of Oregon

3.9 GPA, Dean's List Student

PROFESSIONAL EXPERIENCE

Feb 2025 — Present

Social Media Coordinator, University of Oregon Health Services

Eugene, OR

- Design posts that align with the organization's branding and key values, using inclusive language, accessible to all readers
- Write copy that simplifies complex information and data, researching physical and mental health topics
- Manage and schedule content for Instagram account with 2,000+ followers
- Attend weekly meetings with the social media team to pitch ideas and discuss trends

Sept 2025 — Present

Account Executive, Allen Hall Public Relations

Eugene, OR

- Curate content for the Oregon Family Magazine, developing posts for social media to enhance brand visibility and engagement
- Contribute and follow a detailed content calendar, developing timely posts that align with client goals and objectives
- Filmed partnership spotlight with Food for Lane County, highlighting its mission and alliance with client values
- Participate in team meetings to enhance strategies and propose new initiatives for client projects

Jul 2025 — Aug 2025

Public Relations Intern, Empower Sports

Lisbon, Portugal

- Pitched 10+ innovative campaign ideas for institutional clients, aligning strategies with the organization's objectives and long-term goals
- Researched journalists and influencers across 13 international markets, building media lists with 300+ contacts to support targeted media outreach
- Developed a standardized pitch email template for company-wide journalist outreach
- Collaborated with partner company to build a cohesive brand identity on social media, ensuring alignment with target audience
- Edited and translated 5+ press releases, ensuring accuracy and clarity for international audiences

Feb 2022 — Jul 2025

Hostess, Lola's Cafe Bar

Lake Oswego, OR

- Provided high-quality customer service and built meaningful relationships with customers and employers
 - Tracked daily customer data, regularly serving 100+ people
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LEADERSHIP

Nov 2024 — Present

Accountability and Support Board, Kappa Delta Sorority

Eugene, OR

- Ensure chapter members are following rules, state guidelines and bylaws
 - Manage email communication with 100+ chapter members, organizing information and data into spreadsheets
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SKILLS & TOOLS

Wordpress

Google Analytics

Canva Pro

AP Style

MuckRack

Copywriting