

PORTFOLIO

Sydney McCrone

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DILIGENT

PROACTIVE

CURIOUS

COLLABORATIVE

STYLISH



RESUME

Highlights

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

Jun 2026 — Present

Account Supervisor, Allen Hall Public Relations

Eugene, OR

- Lead a four-person team, reviewing assignments and delegating weekly tasks
- Launched Instagram page for client, generating 113 followers and 3.3K views in 30 days
- Executed outreach strategy for documentary film screening, raising \$3,000 and selling out an 80-seat theater
- Secured traditional media coverage in the university newspaper promoting client's mission and organization

Sept 2025 — Jan 2026

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
- Follow a detailed content calendar, ensuring timely delivery of posts aligned with client
- 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

EMPOWER SPORTS

ROLE

ABOUT

SKILLS GAINED

PR Intern

Sports communications agency in Lisbon, Portugal that advises athletes, coaches, and sports executives on communications, PR, and digital content

International Market Research

Media Relations
Press releases
Media pitching
Press clippings

EMAIL PITCHES

Single Client Focus:

To:

Subject: PITCH: (Client Name) Available for Interview **OR** (3-4 word summary of story idea)

From:

Hi (Journalist),

My name is (enter name), and I am the (title name) at Empower Sports, a global PR and communications agency. I enjoyed your recent article in (outlet name) covering (relevant topic.) – (add specifics about what was liked.) Based on your previous work, I thought you might be interested in a story about our client, (client name).

(Add brief information about newsworthy story involving client/event and angle; 3-4 sentences maximum.)

If you're interested, I would be happy to set up an interview with (client name) to discuss...

Thank you for your time,

(Insert name), (Title)
Email | Phone Number

Pitch for Multiple Clients

To:

Subject: PITCH: Client Connections **OR** (3-4 word summary of story idea)

From:

Hi (Journalist),

My name is (enter name), and I am the (title) at Empower Sports, a global PR and communications agency. I enjoyed your recent article in (outlet name) covering (relevant topic.) – (add specifics about what was liked.) Based on your previous work, I thought you would be interested in connecting with a few of our clients.

Our agency represents a variety of clubs, coaches, executives and athletes, including (insert relevant clubs or clients tailored towards the journalist.) (Introduce upcoming media events, newsworthy stories or angles.)

If you're interested, I would be happy to set up interviews with (whoever) to discuss...

Thank you for your time,
(Insert name), (Title)
Email | Phone Number

Template utilized by the PR team for journalist & client outreach

INDUSTRY RESEARCH

Company	Name	Role	Email	LinkedIn
The Athletic	Adam Crafton	Sports Reporter	acrafton@theathletic.com	LinkedIn
The Athletic	Paul Tenorio	Senior Writer	ptenorio@theathletic.com	LinkedIn
The Athletic	Henry Bushnell	Senior Writer	hbushnell@theathletic.com	LinkedIn
The New York Times	Emmanuel Morgan	Sports and Culture Reporter	emmanuel.morgan@nytimes.com	LinkedIn
The New York Times	Steven Kurutz	Features Reporter	steven.kurutz@nytimes.com	LinkedIn
USA Today	Seth Vertelney	Managing Editor	svertelney@gannett.com	LinkedIn
USA Today	Safid Deen	Sports Writer	sdeen@usatoday.com	LinkedIn
USA Today	Nicholas Schwartz	Director of Content, Sports Media Group	nschwartz@usatoday.com	LinkedIn
USA Today	Jim Reineking	Digital Editor	jreineking@usatoday.com	LinkedIn
USA Today	Nancy Armour	Sports Columnist	narmour@usatoday.com	LinkedIn
USA Today	Andrew Joseph	Sports Writer	amjoseph@usatoday.com	LinkedIn
Los Angeles Times	Kevin Baxter	Sports Writer	kevin.baxter@latimes.com	LinkedIn
Los Angeles Times	Eduard Cauich	Sports Reporter	eduard.cauich@latimes.com	LinkedIn
Los Angeles Times	Jad El Reda	Sports Journalist	Jad.ElReda@latimes.com	
ESPN	Ryan O'Hanlon	Writer; Freelance Editor	ryan.ohanlon@espn.com	LinkedIn
ESPN	Luis Miguel Echegaray	Host; Writer; Analyst	luismiguel.echegaray@espn.com	LinkedIn
ESPN	Scott French	Soccer Writer	scott.french@espn.com	LinkedIn
ESPN	Cesar Hernandez	Soccer Writer; Analyst		LinkedIn
ESPN	Jeff Carlisle	Senior Writer	jeffcarlisle@espn.com	LinkedIn

Media list with 300+ journalists and influencers across 13 international markets

Uo HEALTH SERVICES

ROLE	ABOUT	SKILLS GAINED
Social Media Coordinator	Nationally accredited, multi-speciality healthcare organization. Offers medical care, counseling services, and wellness programming	Social Media Management Copywriting Data Analytics Design

WINTER BLUES CAMPAIGN



Shared 16 posts and
52 stories throughout
month of Jan.

Increased views to
30.4K from Jan–
Feb, a 164%
increase from Dec.

DAILY TASKS

Week/Dates (Winter 2026 Term)	Day of the Week	@UOCounselingServices
Week 1 Jan 5-9	Monday	Meme Monday
	Tuesday	Silent Disco
	Wednesday	SAB Recruitment
	Thursday	Winter Blues Informational
	Friday	Feel Good Friday
Week 2 Jan 12-16	Monday	Meme Monday
	Tuesday	What is Group Therapy
	Wednesday	Winter Blues Studying Strategies
	Thursday	MLK Closure
	Friday	Feel Good Friday

Maintain posting schedule outlined in content calendar



Design posts that align with UHS branding and focus on trending health topics

ALLEN HALL PR

ROLES

ABOUT

SKILLS GAINED

**Account
Executive**



**Account
Supervisor**

Innovative, PRSSA-affiliated, public relations agency run by students at the University of Oregon

Project Management
Media Outreach
Content Creation
Event Planning

MEDIA COVERAGE

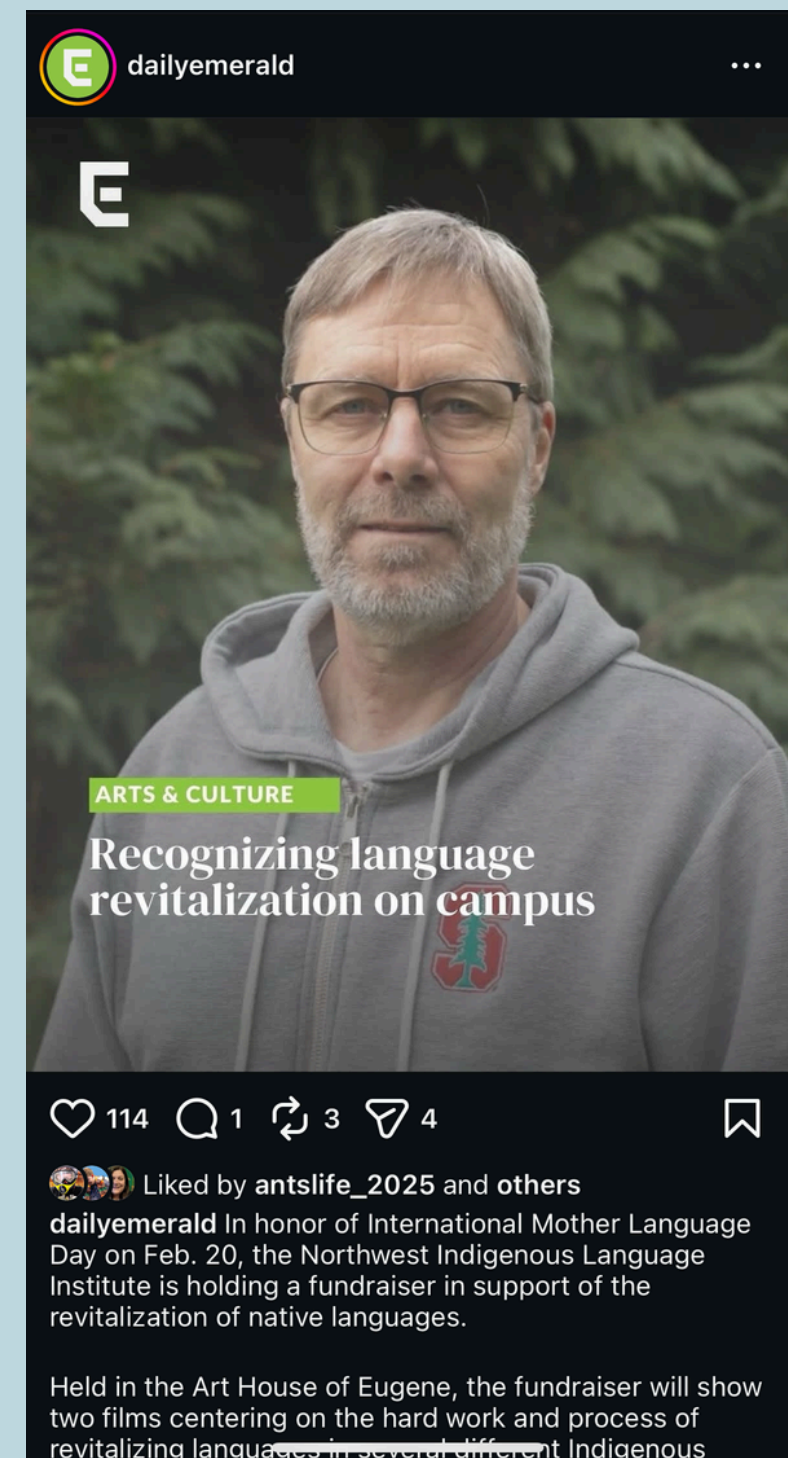
Recognizing language revitalization on campus

On Feb. 20, taking place in the Eugene Art House, NILI is participating in International Mother Language Day in order to highlight the labor and importance of language revitalization by screening films created by Princi Bass-Mason and Torsten Kjellstrand.

Gray Vanderpoel, Arts and Culture Writer

February 18, 2026

Article in the Daily Emerald



FILM SCREENING

NILI
Northwest Indigenous
Language Institute

Films Screening
and Q&A Panel

Friday, Feb. 20 @ 7 p.m.



*And Knowledge to
Keep Us*

*Kla-Mo-Ya
Language*



The Art House
492 E 13th Ave,
Eugene, OR 97401



Sold out local theater with over 80 seats
Raised over \$2,500 to support Indigenous
language revitalization and restoration efforts

DAIGE

ROLE

ABOUT

SKILLS GAINED

Team Lead

Budapest-based contemporary womenswear brand. Designs include bold statement pieces and classic wardrobe staples made for everyday, but go against the mundane

Campaign Development

Brand Positioning

Industry Research

Strategic Evaluation

BRAND POSITIONING

PR STRATEGY

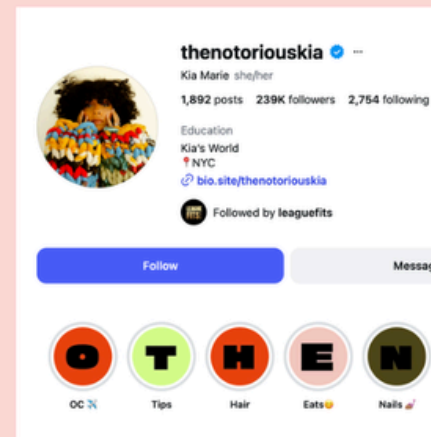
Our PR strategy positions Daige as a source of inspiration for American consumers ages 25–45, encouraging them to discover and embrace the MUSE in their everyday lives while highlighting the importance of authenticity, human creativity, and connection to real cultural moments in an AI-driven digital age.

Authentic messaging that highlights Daige's purpose and differentiates it in the U.S. market.

STRATEGIES & TACTICS

FINDING OUR MUSE

- Acquire five U.S. Muses
- Higher side of a micro influencer, lower side of a mid-tier
- Micro ranges from 10k-100k
- Mid-tier ranges from 50k/100k-500k



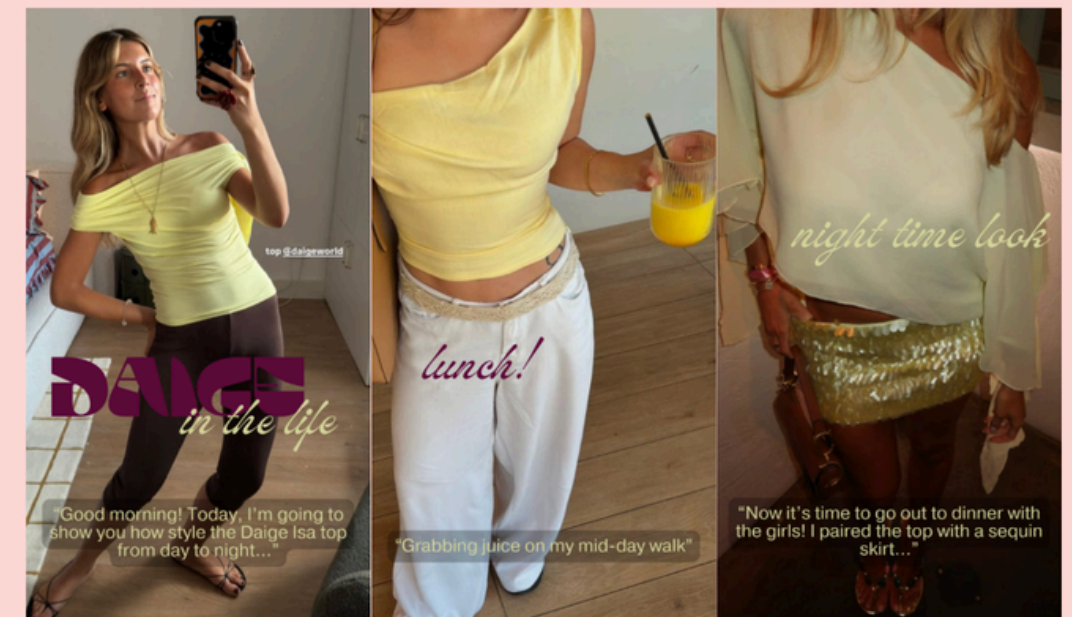
Kia Marie,
NYC
Influencer



DAIGE IN THE LIFE

Instagram Campaign: Daige in the Life

- Centers around showcasing the versatility of Daige products
- One piece is consistent throughout the video, highlighting versatility
- Uses #DAIGEinthelife to bring awareness to the brand and social media



Initiatives to expand online visibility and drive revenue

FUTURE *Plans*

GRADUATION

Spring 2026

B.A.'s in PR and Political Science

WHERE DO I WANT TO BE?

Boston, Chicago, NYC

In-house

INDUSTRY INTERESTS

Fashion

Sustainability

Healthcare

CONTACT

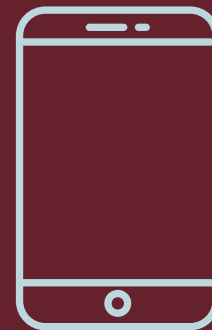
Information



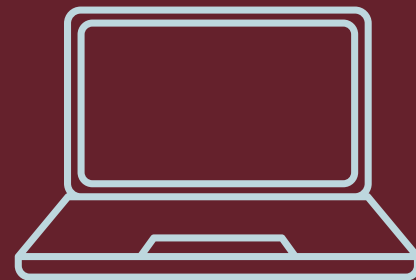
www.linkedin.com/in/sydneymccrone



sydneymccrone1@gmail.com



971-272-3864



sydneymccrone.com