

Sydney McCrone

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LINKS

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

EDUCATION

2023 — 2026 B.A. Public Relations, University of Oregon

2023 — 2026 B.A. Political Science, University of Oregon
3.92 Overall GPA, Dean's List Student

PROFESSIONAL EXPERIENCE

Feb 2025 — Present Social Media Coordinator, University of Oregon Health Services Eugene, OR

- Create 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
- Developed Winter Blues campaign, driving 30.4K views from Jan–Feb, up 164% from December

Jan 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 \$2,500 and selling out an 80-seat theater
- Secured traditional media coverage in the university newspaper promoting clients 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

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

SKILLS & TOOLS

Wordpress

AP Style

Canva Pro

Copywriting

MuckRack

Social Media Management

Google Analytics

Microsoft Office