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SYDNEY KNEGO

Social Media & Influencer Marketing

HIT ME UP

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TECHNICAL SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Adobe After Effects
Canva
Microsoft Office
Notion

SKILLS

Social Media Marketing
Growth Marketing
Influencer Marketing
Community Management
Project Management
Creative Problem Solving
Collaboration
Trend Awareness
Copywriting
Campaign Execution
Content Strategy
Content Creation

HUMBLE BRAG

Academic 2016 - 2020

- Dean's List Recipient
- Academic Honors Scholarship

Athletic Honors

- 2020 Awarded Champion of Character
- 2017-2020 NAIA Women's Lacrosse All-American

EDUCATION

Savannah College of Art & Design (SCAD) – Savannah, GA
Bachelor of Fine Arts in Advertising and Branding
Concentration in Art Direction
Graduated Magna Cum Laude 2020

PROFESSIONAL EXPERIENCE

Ness - Social Media & Influencer Marketing Lead November 2021 - July 2023

- Built Ness' very first in-house influencer campaign from the ground up, Ness Legends, to be successful in terms of brand awareness and credibility. With 10 Legends, three months, and more than 150 pieces of content live, we reached 2.5M accounts, surpassed 4M impressions, had 30,000+ clicks / traffic to the Ness website and increased our audience growth rate by 30% over the span of the 3-month campaign.
- Managed and drove Ness' celebrity partnership with Jonathan Van Ness as Chief Self-Care Officer, in a way that brings together creativity, people management, and great processes + operations. This campaign alone reached over 5M accounts and increased traffic to the Ness website by 40%.
- Started Ness' Instagram from the ground up and created content that organically grew our audience from 0-10,000, reached 2M accounts, totaled 500,000+ likes, and increased overall engagement by 200%.
- Recruited and managed a social media strategist to make sure Ness continues to build, manage, and engage the online social media presence and community of 10,000 loyal followers.
- Created and led the Ness Card promotion growth strategy when it came to working with external partners on social, influencers, and brands.
- Supported the PR initiatives, making sure everything was consistent and on brand.
- Played a critical generalist role in everything related to growth including social media, influencers, activations, campaigns, partnerships, strategy, and more.

Orangetheory Fitness - Sales Associate, Social Media Manager & Coach September 2020 - November 2021

- In charge of all OTF social media platforms (Instagram, Facebook and TikTok).
- Responsible for "front of house" fitness operations, with a strong focus on meeting sales goals, and providing premium customer service.
- Conducted all key performance sales indicators for the fitness studio, including members sales and renewals and retail sales.