

Sydney Vick

• 757.771.5826

• Sydneyvick02@gmail.com

Dynamic and innovative team player with 6+ years of customer service and hands on experience in Retail, Retail Banking, and most recently, Digital Marketing. I am currently a Senior at James Madison University, pursuing a Bachelors in Business Marketing with a concentration in Digital Marketing.

Strengths & Skills

- Trained in using BrightEdge to conduct keyword research to optimize SEO.
- Knowledge on how to generate a consistent message across all digital channels through Yext.
- Skilled in Social Media Marketing and learning more on Social Media Audits
- Proficient in customer service and providing efficient solutions with care
- Experienced in Microsoft Office, Excel, Teams, and many others

Education

- Bachelor of Business Administration: Marketing **Expected Graduation: May 2025**
 - Concentration in Digital Marketing

Work Experience

TowneBank, Suffolk, Virginia

May 2024 - August 2024

Digital Marketing Intern

- Assisted in updating our websites and banker profiles, using Yext and keyword research on Brightedge
- Would assist in creating content for Instagram and Facebook
- Organized the number of Opt outs, Hard and Soft bounces coming from emails on an Excel file

TowneBank, Virginia Beach, Virginia

May 2022 – January 2024

Retail Banking Intern

- Would inform customers about banking process and implement best practices to retain customers
- Responsible for handling and coding deposits, withdrawals, and loan payments
- Traveled to different branch locations depending on staffing needs

Leadership and Activities

American Marketing Association

August 2023 - Current

- Opportunity to advance marketing strategies inside the classroom and industries
- Active participant in solution focused groups

Women In Business

January 2023- Current

- Opportunities to network with other members both current students, staff and chapter alumni
- Multi-task and maintaining a positive attitude when working with a diverse group of women
- Utilize strong interpersonal skills including organizational skills, team player and solution focused

InChaarg Organization

January 2023- Current

- Learned to work with a team in a group setting while engaged in healthy lifestyle choices
 - Managed schedules in order to participate in weekly meetings
 - Opportunities to network with members from other majors within the James Madison University community
-

Recent Accomplishments

- Completed the Virginia Bankers Association Internship Program through TowneBank. (2024)
- Created content on TowneBank's Instagram through a "Day in the Life of an Intern" reel, which helped to generate a 1.56% engagement rate to their Meta account. (2024)

References

- Amanda Elliott, Vice President - Senior Manager of Digital Marketing Channels, TowneBank
757.686.7094 , Amanda.Elliott@townebank.net
- Tori Kearn, Senior Digital Media and Web Specialist, TowneBank
276.233.9901 , Torikearn@gmail.com
- Meredith Elliott, Senior Vice President - LEAD Program Manager, TowneBank
757.686.7017 , Meredith.Elliott@townebank.net