

Sydney Ostendorf

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Professional Skills

Adobe Creative Suite

Google Ads

Film Production

Web Design: WordPress & Squarespace

Search Engine Optimization

Google Suite

Social Media Management: SocialPilot

Project Management

Education

University of Utah

Bachelor of Arts in Film & Media Arts

Minor: Entrepreneurship

Certifications: Lassonde+X Certificate from the Eccles School of Business

Salt Lake City, Utah

May 2023

Experience

Twistlab Marketing

Digital Marketer

Salt Lake City, Utah

May 2024-Current

- Successfully designed and implemented Google Ad campaign strategies, leading to increased click-through rates and conversions.
- Managed social media profiles, engaging with audiences and growing followers across platforms.
- Conducted keyword research to identify top-performing SEO keywords, and applied these insights by crafting compelling page titles and meta descriptions to improve search engine rankings.

No Society Films

Freelance Filmmaker/Founder

Cottonwood Heights, Utah

October 2023-January 2024

- Served as both a cinematographer and producer on narrative short films. Developed a strong visual storytelling ability and honed skills in project management from pre-production to post-production.
- Provided full-service production on promotional videos for small businesses, crafting compelling visual narratives that effectively communicated brand messages and engaged target audiences.
- Offered photography services for branded social media content, ensuring that the visuals aligned with each brand's identity and resonated with their audience

Lassonde Entrepreneur Institute

Lead Content Creator

Salt Lake City, Utah

June 2021-April 2022

- Specialized in capturing and producing visual content that drives engagement and brand recognition.
- Produced a year-long brand video to promote the entrepreneurial program, carefully crafting a narrative that resonated with the target audience and effectively communicated the program's value.
- Edited event recap videos designed for future promotions, leveraging skills in video editing to create compelling content that attracted and retained audience interest.

Certifications

Google Ads Display Certifications

Google Ads Search Certifications

Google Ads Measurement Certifications

Google Analytics Certifications