

SYDNEY SLATER

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EDUCATION	University of North Carolina at Chapel Hill B.A., Journalism and Mass Communication, Public Relations Sequence Entrepreneurship Minor GPA: 3.69, Major GPA: 3.84	Expected graduation: May 2014
HONORS	Dean's List: 6 semesters; Spring 2011 - Present	
RELATED EXPERIENCE	Save the Date Special Events Intern; New York, NY <ul style="list-style-type: none">• Tailor event design and messaging for each corporate, nonprofit and private client• Orchestrate communication among venues, clients and Save the Date• Facilitate and ensure flawless execution of two to five events per week• Solicit donations and auction items for nonprofit client galas Camp Kesem Public Relations Committee; Chapel Hill, NC <ul style="list-style-type: none">• Promote and raise money for the nonprofit camp for children who have a parent with cancer by coordinating events such as a campus awareness week• Stoke interest in Camp Kesem through Facebook and Twitter to drive awareness, participation, and support• Fundraise over \$50,000 to cover the cost of camp for all 160 campers Camp Counselor; Greensboro, NC <ul style="list-style-type: none">• Ensure the well being, safety and happiness of 3 campers per week• Mentor 160 children who've suffered with a parent with cancer• Work as a team member with other counselors and develop leadership skills guiding campers and new counselors	May - Aug. 2013 Aug. 2012 - Present
	Alpha Delta Pi Sorority, UNC-Chapel Hill Director of Social Enrichment and Risk Management; Chapel Hill, NC <ul style="list-style-type: none">• Orchestrate four social events per month for more than 300 students• Design and execute events based on the desire of chapter members• Maintained a balanced budget of \$35,550 by prioritizing and planning	Nov. 2012 - Present
	SCOPE Magazine Executive Photographer; Chapel Hill, NC <ul style="list-style-type: none">• Photograph SCOPE promotional events and fashion shoots for the bi-annual magazine• Integrate photographs onto SCOPE Facebook profile to publicize events	Aug. 2012 - Present
	The V Foundation Special Events and Communications Intern; Cary, NC <ul style="list-style-type: none">• Utilize social media to help develop a strong web presence for The V Foundation• Design interactive, online Event Planner's Guide to promote hosting individual fundraising events• Coordinate promotional efforts, feature stories and advertisements for the 2013 Eighth Annual Dick Vitale Gala program	Jan. - May 2013
OTHER EXPERIENCE	Davidson College Day Camp at the Lake Camp Counselor; Davidson, NC <ul style="list-style-type: none">• Coordinated activities and led groups of 10-14 middle school aged children per week• Led staff members and campers to promote a strong, safe and fun camp environment	Summers 2011, 2012
CAMPUS INVOLVEMENT	PRSSA, UNC Dance Marathon, Women in Entrepreneurship	
RELATED SKILLS	WordPress, Digital Photography, Photoshop, Prezi, Facebook, Twitter, Instagram, YouTube, Microsoft Office	