

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

May - Aug. 2013

Special Events Intern; New York, NY

- 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

Aug. 2012 - Present

Public Relations Committee; Chapel Hill, NC

- 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

- 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

Alpha Delta Pi Sorority, UNC-Chapel Hill

Nov. 2012 - Present

Director of Social Enrichment and Risk Management; Chapel Hill, NC

- 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

SCOPE Magazine

Aug. 2012 - Present

Executive Photographer; Chapel Hill, NC

- Photograph SCOPE promotional events and fashion shoots for the bi-annual magazine
- Integrate photographs onto SCOPE Facebook profile to publicize events

The V Foundation

Jan. - May 2013

Special Events and Communications Intern; Cary, NC

- 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

OTHER EXPERIENCE

Davidson College Day Camp at the Lake

Summers 2011, 2012

Camp Counselor; Davidson, NC

- 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

CAMPUS INVOLVEMENT

PRSSA, UNC Dance Marathon, Women in Entrepreneurship

RELATED SKILLS

WordPress, Digital Photography, Photoshop, Prezi, Facebook, Twitter, Instagram, YouTube, Microsoft Office