

SYDNEY CRUZ

☎ (817) 908-9492 // ✉ sydney.c.cruz@gmail.com

PROFESSIONAL EXPERIENCE

WALTERS HOSPITALITY // Dallas, Texas

Product Marketing Manager (February 2018 - Present)

- Plan, evaluate, and execute marketing initiatives and brand building for luxury event venues across 130+ online advertising listings and websites
- Lead and oversee project timelines to produce sales enhancement deliverables to the sales department, marketing collateral to customers, and print and digital content to local magazines
- Develop omni-channel advertorial copy for publications, online advertising listings, websites, and press releases
- Assist with developing training materials and presentations for the Training and Development Department
- Generate leads from multiple channels to achieve company sales goals
- Provide analytics and reporting on marketing initiatives to gauge KPIs
- Serve as Editor-in-Chief of Internal Company Newsletter to distribute news, data, and celebrate success

Assistant Venue Director (September 2016 - February 2018)

- Served as the direct supervisor for Sales and Event Coordinators and developed their sales and operational performance
- Analyzed reporting tools to forecast revenue and identify upselling opportunities to maximize revenue driven sales events and consultations
- Monitored and managed effective resolution of customer satisfaction issues

Sales and Event Coordinator (April 2016 - September 2016)

- Ensured thorough planning and quality execution of events while managing customer expectations throughout customer lifetime
- Managed and directed in-house event staff and external vendors to maintain positive guest experience and satisfaction
- Contributed \$443,240 in revenue in first fiscal year

DIVISION OF HOUSING AND FOOD SERVICE AT THE UNIVERSITY OF TEXAS // Austin, Texas

Marketing Specialist (June 2012 - July 2015)

- Produced and delivered educational digital media to targeted audiences
- Assisted with planning and execution of events for Nutrition Services sponsored events
- Assisted Marketing Coordinator in the rebranding of on-campus dining locations and Nutrition Services
- Contributed to the success of winning the Gold (2015) and Bronze (2014) awards for Most Innovative Wellness & Nutrition Program

MARVEL STUDIOS // Manhattan Beach, California

Research and Development Intern (May 2011 - August 2011)

- Researched source material to curate design/story guidelines for Pre-Production Department
- Performed general office duties including reception, archiving, deliveries, phone coverage, and organization
- Enhanced customer interaction at Marvel Studios booth to promote upcoming projects at San Diego Comic-Con
- Contributed to the research and development of Captain America 2, Iron Man 3, The Avengers, Thor 2, and Ant Man

EDUCATION

Bachelor of Science in Radio-Television-Film

from Moody College of Communication
at The University of Texas at Austin

Concentration Certificate in Digital Arts and Media

from Bridging Disciplines Program
at The University of Texas at Austin

SKILLS

Adobe Creative Cloud Applications
Customer Relationship Management Systems
Content Management Systems
Project Management Systems
Copywriting
Microsoft Office Applications
Social Media Applications and Planning Platforms