

SYDNEY CRUZ

(817) 908-9492 // sydney.c.cruz@gmail.com // www.sydneycruz.com

PROFESSIONAL EXPERIENCE

CINÉPOLIS LUXURY CINEMAS // Dallas, Texas

Marketing & Design Content Coordinator (May 2021 - Present)

- Plan and execute marketing initiatives for 25+ luxury cinemas nationally
- Design and develop advertising and document templates
- Design and manage content displayed on digital poster cases, concession screens, and pre-shows
- Manage content on website and troubleshoot issues
- Collaborate with property management marketing teams to execute location-based marketing campaigns
- Plan and manage photoshoots and develop content for digital and print advertisement
- Support Events Department by designing graphics and managing content at event location

WALTERS HOSPITALITY // Dallas, Texas

Marketing Manager (Feb 2018 - Apr 2021), **Assistant Venue Director** (Sept 2016 - Feb 2018), **Sales and Event Coordinator** (Apr 2016 - Sept 2016)

- Planned and executed marketing initiatives for luxury event venues across 130+ online advertising listings and websites
- Oversaw project timelines to produce sales enhancement deliverables to sales department, marketing collateral to customers, and print and digital content to local magazines
- Built and managed relationships with external and partnered vendors, strategic advertising partners, and internal departments to effectively meet division and company goals
- Generated leads from multiple channels to achieve company sales goals
- 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 for sales events
- Monitored and managed effective resolution of customer satisfaction issues
- Ensured thorough planning and quality execution of events while managing customer expectations throughout customer lifetime
- 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 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 - Aug 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 & Media

from Bridging Disciplines Program
at The University of Texas at Austin

SKILLS

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