

Sydney Halliwell

Paid Media Strategist

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EDUCATION

M.S. Digital Audience Strategy

Arizona State University Walter Cronkite School of Journalism and Mass Communication

B.A. Journalism and Mass Communication

Arizona State University Walter Cronkite School of Journalism and Mass Communication

Minor in Sales and Marketing Essentials

PROFESSIONAL EXPERIENCE

Paid Social Media Specialist

May 2025 - Present

Ascend Learning

- Strategized and implemented messaging changes on Meta that resulted 13% increase in 6-month subscriptions in one month.
- Consistently optimized paid social media campaigns that reached and exceeded revenue goals.
- Worked across a growth marketing team to create strategies and campaigns for Ascend Learning's healthcare-focused subsidiaries.
- Managed in-platform optimizations to monitor and improve campaign performance across multiple marketing channels, including Meta, LinkedIn, TikTok, and more.
- Utilized performance reports to draw conclusions and make suggestions for future campaign approaches

Paid Media Manager

Jan. 2024 - April 2025

Viv Higher Education

- Increased a liberal arts client's domestic applications by 35% YoY and increased domestic deposits by 40%.
- Increased enrollment for a client's pre-college programs by 103% from the previous fiscal year.
- Crafted and led a paid media strategy for a graduate education client across multiple paid media mediums that resulted in a 10% increase in domestic applicant deposits and eventual enrollments.
- Managed full-funnel paid media strategy for high-profile clients, including Tufts University, Boston University, York University, Northeastern University and more.
- Built high-quality media plans, spanning paid social, search, and OOH, for higher education clients with six to seven-figure budgets—specifically with marketing implementation on Google, Meta, LinkedIn, Microsoft, Spotify, Reddit and TikTok.
- Executed analytics reporting across platforms and presented data to clients utilizing data visualization tools, such as Looker Studio, and worked in client CRMs to report on lead quality.
- Led account management and project management for clients, focusing on relationship building and creating quality content.

Paid Social Media Strategist

May 2022 - Dec. 2023

Arizona State University

- Managed paid social media advertising with a six-figure budget across multiple campaigns with the goal of brand repositioning.
- Coordinated a matrix team to develop and launch paid and organic social media content across Facebook, Instagram, Twitter (X), LinkedIn, TikTok and YouTube.
- Increased paid social engagements with innovation content by 75% YoY.
- Amassed over 50 million impressions on paid social ads and 55 million impressions on organic social media posts in FY23.
- Supervised a team of students, training them in paid social media, social strategy, Google Ads and Google Analytics.
- Worked with senior management to define and execute organic social media trends to increase audience engagement.
- Increased organic social media engagement rate across all channels by 159 percent year-over-year.
- Winner of a **gold CASE Circle of Excellence award** for bridging the gap between a technical industry and the general public.

Social Media Coordinator

Dec. 2019 - May 2022

Arizona State University

- Created content for Arizona State University's flagship brand accounts with an audience of over **1.5 million** individuals.
- Used Hootsuite and Google Analytics to track campaign success and KPIs, implementing new strategies based on performance.
- Increased paid media engagement rate for innovation-based campaigns over 90% QoQ.
- Crafted paid social media campaigns to increase brand awareness and consideration.
- Analyzed social media analytics to identify key trends and opportunities, resulting in a targeted content strategy that increased followers by 26 percent.
- Collaborated with cross-functional teams to develop and implement social media campaigns that aligned with the overall brand strategy.
- Supervised a team of ten student interns focusing on copywriting and graphic design.

Social Media Manager & Content Creator

Aug. 2018 - Present

Freelance

- Developed and distributed content for clients across multiple digital channels, including social media and email for e-commerce, food and beverage, and hospitality brands.
- Executed paid and organic social media and email marketing strategies for businesses seeking to increase brand awareness, online sales and foot traffic.
- Created a content strategy that increased social media followers by 30% within 5 months.
- Utilized paid social media across Facebook, Instagram, Twitter (X), LinkedIn, TikTok, Pinterest, YouTube and Reddit.
- Developed and implemented effective client management strategies.
- Optimized existing content to increase visibility and engagement on social media platforms.

KEY SKILLS & EXPERTISE

Social media management
Paid media advertising
Managing seven-figure budgets
Media plan creation
Looker Studio

Google Analytics
Copywriting
Account management
Microsoft Office
Data visualization

Adobe Creative Suite
Project management
Analytics tracking
Content strategy & trends
Creative direction