

Sydney (Syd) Guion

Seattle, WA | they/them | sydguion@asu.edu

PROFESSIONAL SUMMARY: A creative mind with a background in PR and research interests in Social Psychology, Intersectionality, and Culture. Skilled in written and oral communications, evaluating social theory, and identifying and examining real-world connections. Currently pursuing a Sociology M.A. program to explore sociological research and further pursue my commitment to social justice.

EDUCATION

Arizona State University, T. Denny Sanford School of Social and Family Dynamics, Tempe, AZ

Masters of Arts, Sociology - Expected Completion 2025

Relevant Coursework: Special Topics: Diversity

The University of Georgia, Grady College of Journalism & Mass Communication, Athens, GA

Bachelor of Arts, Public Relations | Minors: Sociology, Spanish, Theater | Magna Cum Laude & Honors

Relevant Coursework: Sociology Minor

International Baccalaureate Diploma Programme, *Diploma Recipient*

PROFESSIONAL EXPERIENCE

General AI Data Annotator and Analyst | RWS - Remote | May 2024 - Present

- Learned and implemented annotation guidelines and standards to ensure consistency and accuracy in data labeling.
- Collaborated with cross-functional teams to understand project requirements and provide high-quality annotated data within specified deadlines.
- Conducted quality assurance checks on annotated data to identify and rectify inconsistencies.
- Utilized domain-specific knowledge and research skills to enhance the quality of annotated data.
- Summarized and evaluated the work of other annotators, including data-driven examples, to create insights and recommendations.

Retail Operations/Media Specialist | The Handmade Showroom - Seattle, WA | Aug 2022-May 2023

- Curated engaging digital content including copy, photos, and videos, while maintaining brand consistency
- Introduced, created, edited, and produced video content creation for social media platforms
- Researched and educated customer base on over 200 small-business vendors and products using accurate and up-to-date information
- Provided excellent customer service by assisting with product selection, answering questions, and resolving any issues

Summer Camp Program Director | Skyhawks Sports Academy - Seattle, WA | May 2022-Jul 2022

- Developed and executed comprehensive sports programming for campers aged 6-12, including organizing leagues, tournaments, and individual skill-building activities
- Demonstrated strong leadership skills by delegating responsibilities and encouraging teamwork among the camp's staff and campers
- Conducted regular evaluations and assessments of programs and staff to confirm high performance and make recommendations for improvement
- Led and managed a team of counselors and staff by providing extensive guidance, support, and training to assure campers had a safe, fun, and engaging experience

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Tour Guide | University of Georgia Visitors Center - Athens, GA | Nov 2018-Jun 2022

- Led year-round in-person and virtual campus tours for groups of up to 90 prospective applicants and family members
- Connected with and provided additional resources to underrepresented applicants, including Black, queer, trans, and Deaf applicants
- Researched and maintained expert knowledge of campus/local history and culture to engage guests and enhance their experiences
- Provided exceptional customer service by addressing guest questions and concerns in a timely and professional manner
- Served as a resource and UGA ambassador for campus visitors, faculty, staff, and students

Social Media Manager | Presbyterian Student Center - Athens, GA | May 2021-May 2022

- Developed and executed comprehensive social media strategies across multiple platforms, including Facebook, Instagram, Website, and GroupMe
- Provided digital community to LGBTQ+ college students through a variety of digital mediums
- Increased participation in community events through social media engagement and used growth metrics to inform future strategies for expanding student outreach
- Educated team members about social media and how their responsibilities relate to the overall social media goals of the organization

Club Executive and Co-President | Ye Rude Mechanicals - Athens, GA | May 2020-May 2022

- Oversaw the planning and execution of multiple successful performances and events, including budget management, casting, script selection, lighting, ticket sales, sound and costume design.
- Developed and maintained strong relationships with club members, faculty advisors, and external partners, fostering a collaborative and supportive community
- Led the marketing and public relations team to promote upcoming events and increase club visibility, both in-person and online
- Managed auditions, rehearsals, and production schedules, ensuring that all participants had a positive and rewarding experience

Marketing Intern | Wilmington Health - Wilmington, NC | Jun 2019-Aug 2019

- Collaborated with cross-functional teams, including Creative and PR, to ensure cohesive messaging and effective alignment of marketing efforts
- Assisted with the planning and execution of tradeshow and other event marketing initiatives to increase brand awareness and generate leads
- Contributed to the development of marketing collateral, such as brochures and flyers
- Completed assigned tasks in a timely and efficient manner, demonstrating strong organizational and time management skills
- Demonstrated ability to take initiative and work collaboratively in a team environment, contributing to a positive and productive work culture

RESEARCH INTERESTS

Culture, Inequality, Race and Ethnicity, Social Change, Social Control and Norms, Social Networks, Social Psychology, Sociology of Gender, Sociology of Social Movements, Sexuality

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PRESENTATION AND PAPER TOPICS

- A Comparative Analysis of the Australian/Aboriginal and American Civil Rights Movements
- Crucial Conversations: Discussing Differences with Intention
- Gender Expression and Dress Code
- Internalized Bias: Breaking Down Invisible Barriers
- Interpersonal Warmth: An Investigation on Physical Temperature and Demonstration of Interpersonal Interactions
- Intersectionality on a PWI Campus
- Managing Microaggressions as Campus Ambassadors
- Physicality vs. Spirituality/Religion and Superstition
- Pop Culture Analysis: Teen Dramas as Modern Day Soap Operas for Today's Teenage Youth
- Suspension of Disbelief as an Essential Feature of Other Areas of Knowledge
- The Impact of Sociological Factors on the Relationship Quality of Adolescents
- VSCO Girls: Social Media Trend as a Social Movement

HONORS AND AWARDS

Online University Grant: College of Liberal Arts and Sciences - *Fall 2024, Spring 2025*

Dean's List Recognition - *Fall & Spring 2019, Fall 2020, Spring 2021, & Fall & Spring 2022*

Academic honor recognizing undergraduate students who achieved a grade point average equal to or greater than 3.50, earned a minimum of 14 credit hours, and have not received a grade below a B, during the previous semester.

Presidential Scholar Award - *Fall 2018, Spring 2020, & Fall 2021*

A designation generated at the end of each semester for students who have achieved a grade point average of 4.00 and received no unsatisfactory grades and no incomplete grades.

Classic Scholar Award - *2018*

Awarded to out-of-state residents presenting strong credentials based on grades and academic rigor.

Rotary Youth Leadership Award (RYLA) - *2017*

Selected as a youth member by North Carolina Rotary Club.

Outstanding Youth Philanthropist - *2010*

Awarded by the Association of Fundraising Professionals, Augusta, GA chapter.

CERTIFICATIONS

UGA Certificate in Diversity and Inclusion 2022

CITI Training Certification 2021