

Sydney Wells

404-731-3009 | Sew0115@auburn.edu | 3928 Ivy Rd. NE, Atlanta, GA.

EDUCATION

Auburn University | Auburn, AL

Bachelor of Arts

May 2025

Major: Public Relations

Minor: General Business

Study Abroad: Milan, Italy

May 2024- June 2024

- GPA: 3.5

EXPERIENCE

Inner Spark Creative | Auburn, AL

January 2024- May 2024

Public Relations Intern

- Curated blogs, articles, and content for respective clients
- Performed industry research and created industry reports for clients.
- Practiced basic SEO techniques.
- Brainstormed marketing and PR strategies for clients in meetings.

Luxor Fine Jewelry | Atlanta, GA

May 2023- August 2023

Sales Intern

- Responsible for managing and producing content for social media platforms and assisting customers via responding through Google reviews.
- Greeted and checked out customers in store and assisted them over the phone.
- Supervised and managed store inventory on a daily basis.
- Performed organizational tasks and sold fine jewelry throughout the summer.

INVOLVEMENT

The Oaks Agency | Auburn, AL

January 2024- May 2024

Earned Media Chair

- Wrote press releases, Instagram captions, and feature stories with heavy attention to AP style.
- Curated social media content, brainstormed ideas, photographed artifacts.

Digital Design Chair

August 2024- Current

- Worked in Canva and Adobe Creative Suite apps, such as Bright room, Photoshop, and InDesign.
- Implemented principles of graphic design to curate online illustrations.

Delta Delta Delta | *Member*

August 2022- Current