

SYDNEY C. RICHARDSON

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SUMMARY

Content marketing professional with 4+ years of experience building editorial strategy, SEO-driven content, and brand storytelling across blogs, email, social, and mobile platforms. Serves as the required editorial checkpoint for team content before leadership approval, and has scaled content production by 300% through workflow redesign. Skilled at translating complex technical subject matter into audience-focused content that strengthens brand authority and drives engagement. MBA candidate at UT Austin's McCombs School of Business.

EXPERIENCE

Content Marketing Specialist

City Electric Supply (CES) | Dallas, TX | Nov. 2023 – July 2026

- Served as the mandatory editorial reviewer for 2 team members' content, acting as the required quality checkpoint before all pieces reach senior leadership for final approval, by evaluating accuracy, brand alignment, and messaging consistency prior to escalation.
- Redesigned the editorial production workflow for the CES Blog, increasing publishing output by 300% while maintaining editorial quality, by streamlining content planning and approval processes.
- Spearheaded editorial strategy across 6 blog posts per quarter, strengthening SEO visibility and brand authority, by partnering with internal subject matter experts and executives to develop timely, customer-focused thought leadership content.
- Directed freelance content contributors during high-volume production periods, ensuring brand and editorial consistency across 3 pieces, by reviewing submissions and providing revision feedback before publication.
- Diagnosed usability gaps in the CES Connect conference app through hands-on testing and user observation, then developed tutorial videos, in-app guidance, and support content that contributed to strong attendee engagement across the app's interactive features, including 21,559 digital collectibles earned and 1,712 social posts shared in-app by 2,000+ attendees.
- Engineered content experiences for the CES Connect and CES Picks mobile applications, including interface copy for the event's QR-code vendor-scanning feature that supported 15,322 vendor contacts saved by attendees, by collaborating with UX designers and developers in Figma to align copy with product functionality.
- Built and launched a centralized vendor messaging database, reducing content inconsistencies across 10+ marketing channels, by standardizing messaging for 20+ vendor partners.
- Optimized content for customer search intent by conducting keyword research and collaborating with the digital marketing team on SEO strategy, aligning blog and landing page content with organic search demand.
- Coordinated content support for national product launches and integrated marketing campaigns, reaching 700+ locations, by aligning messaging across blogs, email, social, and web touchpoints.
- Managed up to 15+ concurrent content projects across marketing, creative, UX, and digital stakeholders, meeting 100% of publishing deadlines despite shifting priorities.

Communications Specialist

American Fire Sprinkler Association (AFSA) | Richardson, TX | May 2022 – Oct. 2023

- Directed editorial content and communications strategy for a national trade association serving 1,000+ members in the fire protection industry, producing blogs, newsletters, and marketing collateral aligned with organizational engagement goals.
- Increased email open rates by ~18%, by strategizing email marketing campaigns through MailChimp.
- Translated technical subject matter into audience-focused content by interviewing SMEs, industry professionals and technical experts, producing articles that increased member engagement with association resources.
- Maintained consistent brand voice across print and digital channels while managing up to 10 concurrent projects under tight deadlines, by partnering with internal departments and external contributors.

CORE SKILLS

Content Strategy | Content Marketing | Editorial Strategy & Planning | Brand Storytelling | Thought Leadership | SEO & Content Optimization | Website Content | Blog Management | Email Marketing | Social Media Marketing | Digital Marketing | UX Writing | Video Content | Cross-Functional Collaboration | Campaign Development | Copywriting | Project Management | Marketing Communications

TECHNOLOGY

Marketing & Content: WordPress, HubSpot, SEMrush, Listrak, Mailchimp, Constant Contact, Hootsuite, Sprout Social, Google Analytics, Meltwater

Creative & Design: Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe Firefly, Figma, Canva, Adobe Premiere Pro, Adobe Dreamweaver

Project Management & Collaboration: Adobe Workfront, Airtable, Teamwork, Miro

AI & Productivity: ChatGPT, Claude, Microsoft PowerPoint, Microsoft Excel

EDUCATION

University of Texas at Austin, McCombs School of Business — Master of Business Administration, Expected May 2028

University of Arkansas — Bachelor of Arts, Journalism (Advertising & Public Relations)