

Sydne Smith

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PROFESSIONAL SUMMARY

Strategic brand and digital marketing leader with 10+ years of experience building culturally relevant brands through social strategy, creator partnerships, and content storytelling. Skilled at scaling brand awareness and community for luxury, lifestyle, and hospitality brands, from big-picture strategy to hands-on content creation and high-impact influencer programs. Passionate about building brands that people genuinely want to follow, at the intersection of culture, design, and community. Relocated to Los Angeles April 2026.

WORK EXPERIENCE

LAGOS JEWELRY, *Social Media & Influencer Marketing Manager – New York, NY* Jun 2021-Jan 2026
Formerly: Digital Marketing & Social Media Coordinator

- Own and execute cross-platform social media strategy, ensuring cohesive brand storytelling and alignment with broader cross-functional goals
- Lead end-to-end influencer marketing, managing outreach, product seeding, contracts, tracking, and budgets, creating high-impact partnerships that drive brand awareness, user generated content, and affiliate revenue
- Concept, capture, and produce social-first creative assets in support of seasonal launches, core product initiatives, and experiential brand activations
- Cultivate a digital community through purposeful, brand-aligned interactions that strengthen customer loyalty and drive sustained audience engagement
- Analyze campaign performance to deliver reporting with insights, A/B results, and optimization recommendations

Highlights:

- Implemented influencer affiliate program, driving 2x attributable revenue growth YoY
- Managed content ideation and execution which drove 10%+ annual Instagram follower growth
- Led influencer partnership resulting in 5% lift in total audience and third most engaged post of 2025

FRONT OF HOUSE, *Senior Account Manager – New York, NY* Apr 2018-Jun 2021
Formerly: Account Manager

- Led organic social media strategy and implementation for hospitality clients such as 1 Hotels, Freds at Barneys New York, Sant Ambroeus, and Chelsea Market
- Developed content calendars, wrote platform-optimized copy, and published content to drive brand awareness, follower growth and engagement
- Planned and directed on-premise photoshoots to support client marketing and sales initiatives
- Supported integrated marketing funnels including paid social, email marketing, SMS, and influencer partnerships

GENERATOR MEDIA + ANALYTICS, *Communications Strategy Senior Planner – New York, NY* Jun 2015-Mar 2018
Formerly: Comm. Strategy Planner, Comm. Strategy Assistant, Comm. Strategy Intern

- Developed and executed data-driven media strategies aligned with client objectives and KPIs
- Analyzed and optimized digital campaigns, delivering in-depth performance reporting and insights

ADDITIONAL EXPERIENCE

- New York Jets: *Consumer Sales and Service Game Day Intern – East Rutherford, NJ* Aug 2015-Dec 2015
- Madison Square Garden: *Public Relations Student Associate – New York, NY* Jun-Aug 2013 & 2014

CORE SKILLS

Focus: Social Media Strategy, Influencer Marketing, Content Creation & Creative Direction, Copywriting, Community Management, Campaign Analytics & Optimization, Cross-Functional Collaboration

Platforms: Instagram, TikTok, Pinterest, LinkedIn, Facebook, YouTube, Canva, CapCut, Meta Business Manager, Google Analytics, LTK, ShopMy, Fohr, Emplifi, Pixlee, Meltwater, Hootsuite

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY, *University Park, PA* Aug 2011-May 2015
COLLEGE OF COMMUNICATIONS

B.A. Advertising/Public Relations | Minor: Sociology

CEA STUDY ABROAD, *Barcelona, Spain* Jan 2014-Apr 2014