



# SYDNEE J. NEWMAN

1160 SW Chapman Way, Unit 205, Palm City, FL 34990

772-485-8547

sj.new@hotmail.com

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## OBJECTIVE

I hope to earn a position where I can use my creativity, versatility, leadership skills and writing ability to help others and continue representing the truth in everything I do.

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## SKILLS & ACHIEVEMENTS

- Experienced with Adobe InDesign CS3 and Adobe Photoshop CS3
- Expert in AP Style
- Nominee for Women of Distinction 2006
- Martin County Rising Star 2006
- Florida Academic Scholars Florida Bright Futures Scholarship 2006 – 2010

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## EMPLOYMENT HISTORY

### Web site Content Manager and Ad Designer June 2010 – Present

*Tile Market & Design, Stuart and Jupiter, FL*

- Use Adobe InDesign to create advertisements published throughout the Treasure Coast
- Write copy and use content management system to update Web site and blog regularly
- Utilize search engine optimization and concentrate on visitor statistics

### UF Campus Marketing Manager December 2009 – February 2010

*The Campus Special, Gainesville, FL*

- Hired and trained reliable team
- Developed and implemented campaign
- Distributed hundreds of coupon books per day
- Analyzed results and reported directly to the National Event Marketing Manager

### Promotions Manager September 2007 – December 2009

*Private Stock Promotions, Gainesville, FL*

- Organized and advertised local club events
- Managed promoters and event entrances
- Stepped in wherever needed: cashier, VIP services, etc.

### Editorial and Publishing Intern May 2009 – August 2009

*Gulfstream Media Group and Stuart Magazine, Fort Lauderdale, FL; Stuart, FL*

- Assisted with photo shoots and took photographs
- Copy-edited and fact-checked whole issues and archived old issues
- Conducted interviews and wrote profiles and informational copy
- First to perform dual internship with this company
- Helped organize, plan and run annual wedding expo

### Graphic Designer and Feature Writer May 2008 – September 2008

*The Student Beat Magazine, Gainesville, FL*

- Designed cover and all pages of each issue
- Wrote various features
- Helped manage this student-run publication

### Editorial Intern August 2007 – May 2008

*Gainesville Today Magazine, Gainesville, FL*

- Researched pertinent information for several issues
- Collected contact information for the annual charity registry
- Copy-edited and contributed to many features

**Pet Specialty and Sales Associate**

July 2004 – August 2006

*Petsmart, Jensen Beach, FL*

- Cared for store's animals including fish, birds, reptiles and small animals
- Sold pets with their necessary supplies
- Taught customers how to care for their pets

**Administrative/Sales Assistant**

May 2003 – August 2007

*Tile Market & Design, Stuart, FL*

- Summer and holiday position
- Sent e-mails and faxes, filed documents and made photocopies
- Answered phones and greeted customers

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**MEMBERSHIP & VOLUNTEER WORK**

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**Horses Helping People, Gainesville, FL**

January 2010 – May 2010

- Non-profit organization that offers equine-assisted therapy to disabled individuals
- Committed about eight hours each week
- Assisted with therapy sessions and exercised horses

**Campus Kitchens, Gainesville, FL**

September 2009

- Private Stock Promotions teamed up with the charity to throw a large club event
- Everyone who bought presale tickets donated canned foods

**Gators for Kids, Gainesville, FL**

May 2008

- Gainesville Today Magazine and Danny Wuerffel's annual fundraising event
- Helped plan, organize and run the event

**Florida Magazine Student Association, University of Florida**

2008 – 2009 academic years

**Best Buddies, Martin County High School**

August 2003 – May 2006

- Committed more than eight hours each week
- Paired with academically-challenged students to improve their social skills and well-being

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**EDUCATION**

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**Diploma**

2006

*Martin County High School, Stuart, FL***Bachelor of Science Degree in Journalism**

June 2010

*University of Florida, Gainesville, FL*

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**REFERENCES**

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**Nila Do, Gulfstream Media Group**  
Managing editor954-462-4488, ext. 220  
nila@gulfstreammediagroup.com**Kim Capen, Stuart Magazine**  
Publisher772-403-5811  
kimc@gulfstreammediagroup.com**Kathryn Bulman**  
Personal reference561-596-9059  
kathryn.bulman@gmail.com**Debbie Lightner, Tile Market & Design**  
Administrator772-283-2125  
debbie@tilemarket.fdn.com**Joey Brown, The Campus Special**  
National sales manager770-564-4173  
jbrown@campusspecial.com**Ruthie Steinberg, LMHC**  
Personal reference

772-287-9354

*Clips and letters of recommendation available on request*