

Sydnei Miles

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OBJECTIVE

Creative and driven student seeking admission to the Integrated Marketing program to gain hands-on experience in developing effective marketing strategies and campaigns to elevate underrepresented brands.

EDUCATION

Texas A&M University, College of Arts and Sciences Expected May 2026

- B.A in Communication - GPA 3.797/4.0
- Minor in Journalism and Spanish

University of Granada, Centro de Lenguas Modernas Granada, Spain

- Courses: Intermediate Spanish Language (B1.1), Spanish Conversation level (B1.1) June 2024

SKILLS

Content Marketing, Strategic Planning, Copywriting, Spanish (Intermediate), Cultural Competency, Verbal/Written Communication, AP Style Proficiency, Competitive Analysis, PowerPoint, Google Apps

INTERESTS

Fashion, Entertainment, Travel, Pilates, Food, Reading

WORK EXPERIENCE

Maroon Life Magazine

Editor-in-Chief June 2024 – Present

- Approve the publication's layout, design, style, and tone, as well as content to be included
- Supervise all editors to ensure the timely delivery of high-quality content
- Collaborate with the public relations team to develop strategies and projects to promote the magazine
- Serve as spokesperson for the magazine at events, conferences, and media appearances

Houston Astros

Community & Foundation Intern May 2025 – August 2025

- Wrote the July Astros Foundation newsletter, highlighting key community activations and events, collaborating across departments to ensure brand alignment and quality storytelling
- Filmed and edited video content for the Astros Youth Academy College Signing Day, capturing player highlights and promoting the Academy's mission on digital platforms
- Developed a Case for Support for the Astros Foundation, showcasing its impact across the Greater Houston area

The Battalion, Texas A&M's Student Newspaper

Life & Arts Head Editor, Social Media Team September 2022 – May 2025

- Edited, outlined, and produced 400+ articles about culture and community events on and around campus
- Created a cultured environment with writers and resolved conflicts when they arose
- Collaborated on crafting engaging content across various social media platforms to enhance publication visibility

ExxonMobil Community Summer Jobs Program: L.I.F.E. Houston Intern

Communication and Marketing Intern June 2023 – August 2023

- Promoted L.I.F.E. Houston via multiple social media platforms and unique marketing materials that increased interaction between L.I.F.E. Houston and those in need of support
- Orchestrated logistics for future company events

ORGANIZATIONS

Alpha Kappa Alpha Sorority Inc., Texas A&M University April 2023 – Present

Technology & Public Relations

- Produce 50+ pieces of engaging content, generating over 75k Instagram views in 90 days
- Enhance the chapter's social media presence and increase social interaction on multiple platforms
- Create flyers and promotional materials to communicate the sorority's mission and foundational principles

Southwestern Black Student Leadership Conference, Texas A&M University October 2023 – January 2024

Marketing Team Associate Staff Member

- Collaborated with executive staff members to encourage participation in an event that attracted over 300 participants
- Produced an expansive social media marketing campaign to reach college students at more than 10 major universities
- Documented and captured conference highlights through photography and videography

AWARDS AND RECOGNITION

Dean's List, College Media Association Pinnacle Award Best Headline Finalist, Texas Intercollegiate Press Association 3rd Place Multimedia Feature