SYDNEY MORRISON

MARKETING MANAGER

CONTACT

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PROFILE SUMMARY

Results-driven Marketing Director with expertise in digital marketing, brand strategy, and community engagement. Experience in managing advertising campaigns, optimizing online presence, and developing growth strategies. Additionally, I have a background in event planning, content creation, and graphic design.

EDUCATION

2018-2022
WEST CHESTER UNIVERSITY

- B.S. in Marketing

SKILLS

- Google & Meta Ads Management
- WordPress & GoDaddy Website Design & Management
- Email Marketing (Mailchimp)
- Graphic Design and Photo Editing (Procreate, Canva, Adobe Illustrator, and Adobe Lightroom)
- Social Media Advertising & Content Creation
- Event Planning & Sponsorship Coordination
- Community Engagement & Brand Development
- Team Management & Leadership
- Merchandise Design & Sourcing

WORK EXPERIENCE

G1 CLIMBING + FITNESS   2023 - 2025
Marketing Director

- Developed and executed marketing strategies, driving membership retention and new sign-ups.
- Managed digital advertising campaigns on Google Ads and Meta Ads, optimizing for maximum ROI.
- Led website management and design, ensuring a seamless user experience.
- Designed promotional materials and social media content, contributing to brand visibility.
- Spearheaded community outreach, sponsorships, and large-scale events.
- Managed email marketing campaigns, increasing member engagement.
- Contributed to strategic decision-making as part of the management team.

NOTABLE PROJECTS

- CLIMB Pass Branding: Logo design, branding, and marketing for a network of seven independent gyms, fostering community, increasing retention, and competing with large gyms.
- Google Ad Campaign: Spearheaded a Back-to-School campaign, generating thousands in revenue and increasing youth program sign-ups.
- Climb-A-Thon Fundraiser: Organized a $2,500 fundraiser for the Cystic Fibrosis Foundation, driving participation and community support.