

# Sydney Jackson

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## CONTENT CREATOR & STRATEGIST

Creates story-driven content and strategies that help brands connect with their audiences and build community. Also provides creative assistance to support the development and execution of creative projects.

## EDUCATION

Belmont University, Nashville, TN — B.S. in *Neuroscience*

## PROFESSIONAL EXPERIENCE

- Content Creator, **BrandWise**, Nashville, May 2025 - Present
- Content Creator, **Tell A Friend**, Nashville, May 2025 - Present
- Content Creator & Strategist, **Pepper Pott**, Nashville, March 2025 - Present
- Content Strategist, **Chase Hartwell Productions**, Nashville, September 2025 - Present
- Creative Assistant to CEO, **Morgan Visual Productions**, Nashville, January 2025 - Present
- AV Production Assistant, **Fighting to Live the Dream**, Nashville, October 2024
- PA, *American Idol*, **ABC Network**, Nashville, October - November 2024
- PA, NMPA G&P Gala **National Music Publishers' Association**, Nashville, October 2024
- PA, *Farmer Wants a Wife*, **FOX Network**, Nashville, TN, October 2024
- PA, *Hitmakers*, **Netflix**, Nashville, September 2024
- Camera Operator, **Cathedral of Praise**, Nashville, September - November 2024
- Content Creator, **The Equity Alliance**, Nashville, September - November 2024
- Podcast Producer, **COZY IN CHRiST**, Nashville, May 2024 - Present
- Creative Assistant to CEO, **DemiRebel**, Nashville, May 2024 - May 2025
- Clinical Research Associate, **ICON plc**, Nashville, TN, December 2022 - April 2024
- In-House Clinical Research Associate, **ICON plc**, Nashville, TN, March 2022 - December 2022
- Clinical Trial Assistant, **ICON plc**, Nashville, TN, August 2021 - March 2022

## SKILLS

### Assistant Support

- Scheduling, logistics, and transportation for directors, crews, and talent.
- Supported daily operations by managing resources, vendor relations, and craft services to maintain efficiency.
- Facilitated communication between departments and ensured timely follow-through on tasks.
- Oversaw travel and rental car arrangements, ensuring smooth execution of company moves.
- Assisted with event setup, coordination, and execution to support large-scale productions.
- Managed calendars, schedules, and communications to support production teams and event timelines.
- Tracked tasks and follow-ups during meetings to ensure timely execution across departments.
- Prepared presentations, reports, and correspondence for leadership and stakeholders.
- Oversaw complex projects to ensure compliance with protocols, organizational standards, and regulatory guidelines.

### Technical Expertise

- Operated cameras and lighting equipment during conferences, services, and other events.
- Collaborated with AV teams to detail run-of-show requirements for audio and lighting.
- Trusted by producers to choose and play cleared music with live-to-recorded transitions.

### Content Creation

- Created and edited visual content, including videos and images, aligning with marketing goals.
- Shot behind-the-scenes footage.
- Brainstormed and captured promotional content to showcase business and event branding.
- Assisted with social media management, photo and video shoots, and creative direction.
- Created graphics and decks.

### Post-Production & Editing

- Edited footage for social media platforms to create polished, engaging content.
- Reviewed analytics and performance of published content to inform future creative decisions.

### **Strategy**

- Leveraged neuromarketing principles and analytics to shape strategies.
- Developed and executed content strategies across social platforms, ensuring alignment with brand goals and audience engagement objectives.
- Oversaw content lifecycle from concept to publishing, including ideation, production, editing, and distribution, with attention to storytelling and consistency.

### **CERTIFICATIONS**

**The Neuromarketing Toolbox** - Copenhagen Business School, 2024

**CPR Certified** - HSI, 2024