

# SIDNEY ST. GERMAIN

## EXPERIENCE

### GRADUATE STUDENT | MFA CREATIVE ADVERTISING

Savannah College of Art and Design | September 2023 - Current

- Contribute creative ideas and concepts for advertising campaigns across different mediums (print, digital, social, etc.)
- Conduct research on industry trends, competitors, and target audiences to inform campaign strategies
- Collaborate with designers, copywriters, and other team members to execute campaign elements
- Work with Adobe Creative programs to create full campaigns in a variety of market segments

### MARKETING COORDINATOR

RedGuard Fire & Security | August 2022 - September 2023

- Collaborated with sales teams to develop targeted marketing materials that supported lead generation and conversion efforts
- Designed and oversaw marketing efforts including brochures, presentations, and promotional materials

### REAL ESTATE AGENT | REALTOR

Premier Listings Real Estate | September 2021 - August 2022

- Created marketing campaigns to increase the conversion rate for leads by 5%
- Designed email/auto-track campaigns to increase lead interaction by 20% compared to market average
- Created on-brand digital and video presentations for clients to showcase buying/listing process
- Accomplished over \$1 million in sales in the first 6 months of receiving license

### EXECUTIVE ADMINISTRATIVE COORDINATOR

RedGuard Fire & Security | August 2020 - September 2021

- Organized invoice and device count summaries of parts to be delivered for projects to track metrics of loss and profit per each job
- Tracked project benchmarks to ensure timelines were met for each job and analyzed efficiency in each project, adjusting procedure as needed
- Created branded marketing tools - increased interaction with customers online and at trade shows

### PROGRAM MANAGEMENT ANALYST

Rivian | January 2020 - August 2020

- Supported launch team with creating presentations to organize information for 4 programs simultaneously
- Lead weekly engineering change meetings to present any alterations in vehicle parts to Director of Vehicles and VP of Engineering
- Created tracking system to analyze efficiency of driver's training program across the company

### EXECUTIVE RECRUITING COORDINATOR

Rivian | August 2019 - January 2020

- Managed candidate experience for C-Suite level interviews
- Coordinated interview panels of 7+ director and above level employees with each candidate

### DISNEY COLLEGE PROGRAM INTERN

Walt Disney World Company | March 2019 - August 2019

- Delivered top tier guest service in a Fortune 100 Company to people from all over the world
- Actively displayed and earned recognition for the "Four Keys" of Walt Disney Company: Safety, Courtesy, Show and Efficiency

## CONTACT

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EMAIL: SIDNEYSTGERMAIN@GMAIL.COM

WEBSITE: SIDNEYSAIN.TCOM

## EDUCATION

### BACHELORS OF BUSINESS ADMINISTRATION

GENERAL BUSINESS MAJOR

University of Michigan | GPA 3.5

Relevant Courses: Project Management - Social Responsibility - Entrepreneurship - Marketing

### MASTER OF FINE ARTS

CREATIVE ADVERTISING MAJOR

CURRENT STUDENT EXP GRADUATION 2025

Savannah College of Art and Design | GPA 4.0

Relevant Courses: Copywriting - Advertising Strategy  
Typography - Digital Production Strategy

## SKILLS

- InDesign
- Photoshop
- Illustrator
- Copywriting
- Microsoft Suite
- Google Suite
- Google Ads
- Google SEO
- Meta Business Manager
- CANVA
- Salesforce
- JIRA

## ACCOMPLISHMENTS

- Certified Digital Marketing Professional by the American Marketing Association Digital Marketing Institute
- Certified in Graphic Design & Visual Communications by Emory University
- Member of American Marketing Association: Attended National AMA Collegiate Conference and competed on behalf of University of Michigan Dearborn
- Marketing Research Assistant - iLabs, Center for Innovative Research: Conducted qualitative and quantitative data gathering, designed and administered survey instruments, performed statistical analysis, and interpreted data recovered from a survey, documented research findings, composed written reports, and presented results to administration and clients