

Sydney Kistler

(415) 730-7599 | sydneykistler@gmail.com | Los Angeles

SALES & MARKETING STRATEGIST

Passionate about building relationships, fulfilling customer needs, and making a positive impact on people's lives through healthcare solutions by identifying opportunities and delivering tailored solutions. Specialized in drawing insights, crafting narratives, and achieving a positive competitive advantage through data-driven tactics, results via cross-functional collaboration with teams, partners, and clients.

Financial Management Credential | Completed 2024 - *Denison Edge*
Foundations of Accounting Credential | Completed 2023 - *Denison Edge*
Excel & Data Storytelling Credential | Completed 2023 - *Denison Edge*

Marketing Strategy	Office Suite	Data Analytics	Legal Documentation
Content Creation	Spanish	Some French & Hindi	Communication
Presentation	Experience w/ Celebrity	PR	Problem Solving

EMPLOYMENT EXPERIENCE

Sales Associate and Optometric Technician, Malibu In Sight Optometry **Fall 2023 - Present**

- Average \$15,000 daily sales & qualify for our sales bonus program every month since I started.
- Manage the administration and sales of Vision Service Plan (VSP) insurance packages for patients.
- Work closely with Thélios, Akoni, & Kering curating upcoming lines, tracking inventory & shipments internationally.
- Composed and organized documentation pertaining to company policies and insurance, legal and financial.
- Clientele consists of Malibu celebrities who's style shapes trends in the eyewear industry.
- Operate the latest optometric technology as an Optician, servicing patients when needed by the doctor.

Social Media Manager & Strategist, Camp + King Advertising Agency **2022 - 2023**

- Focused on major clients, *Papa Johns' Pizza* and *Four Roses Bourbon*, to harvest consumer insights, executing social listening, identifying cultural trending, defining whitespace within competitive categories, and writing creative briefs for CEO & Director of Strategy.
- Created content for social platforms such as TikTok, Instagram, Twitter, Facebook, and LinkedIn. Successfully contributed to an 80% increase of brand following, mostly due to a strategic focus on TikTok.
- Published and monitored content using Sprinklr and Netbase, customer experience & social listening softwares.
- Compiled & presented to C-suite on analytical reports, brand health, content performance & channel growth.
- Provided strategic insight for talent/clients, such as Shaquille O'Neal's "Shaq-a-Roni" content.
- Wrote, recorded, and presented a jingle for Four Roses Bourbon utilized in the agency's creative portfolio.

EDUCATION

Denison University | 2022 | B.A. Global Commerce, European focus; Music Concentration

Honor: Student Commencement Speaker Top 5 Finalist

Founder of Roll Denny Records (RDR, Denison University's Record Label)

- Created RDR to both showcase students' works on streaming platforms where artists can own their music and receive an interdisciplinary educational experience and understand the financial business of the music industry.
- Collaborated with various university record labels, Denison's attorney, and the RED Frame Lab (Denison's entrepreneurship and consulting center), to construct legal contracts between Denison, the label, and artists.
- Worked with Denison admin & Grammy winners, Aoife O'Donovan & Third Coast Percussion, to structure RDR.
- Led business negotiations & signed Addison Agen (*The Voice* 2013) headliner at Ohiolina Music Festival 2021.
- Represented Denison and RDR as a case study for prospective donors and several of Denison's largest donors.

University of Wisconsin, Madison | Summer 2020 | South Asian Summer Language Institute Student of Hindi