

# Sydney Codrington, MBA

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## PROFILE

*Content Marketing experience | Client and team-focused | Resourceful out-of-the-box thinker  
Thrives in multi-project environments | Data-driven creative strategist | Keen eye for trends and solutions*

## KEY ACCOMPLISHMENTS

- Launched the SecureSeniorConnection's first blog and newsletters for B2B and B2C content achieving 25 qualified leads within 30 days, member retention +90%.
- Increased UBS audience engagement through email marketing value prop messaging and content, resulting in a 85% increase in program registrations.
- Developed acquisition and retention focused content strategy across the Marriott web and app resulting in a 118% increase in memberships.

## KEY SKILLS

|                    |                       |                        |                  |
|--------------------|-----------------------|------------------------|------------------|
| Go-to-Market       | Budget Management     | Email Marketing        | SEO/SEM          |
| Growth Marketing   | Campaign Management   | SMS/Push/In-App        | Data Analysis    |
| Project Management | Omnichannel Marketing | Social Media Marketing | Content Strategy |

## TECHNICAL SKILLS

|                          |                       |                           |           |
|--------------------------|-----------------------|---------------------------|-----------|
| Adobe Analytics          | Google Suite          | Tableau                   | Sprinklr  |
| Adobe Workfront          | Google Analytics      | MailChimp                 | Webflow   |
| Adobe Experience Manager | Google Search Console | HubSpot Sales + Marketing | Hootsuite |

## WORK EXPERIENCE

### Senior Manager, Growth Marketing • Marriott International • Industry: Hospitality 07/2023 – 04/2024

Orchestrated end-to-end global campaign management for multichannel GTM strategies to drive customer experience and growth for Bonvoy loyalty programs and high-profile initiatives.

*Top Accounts: MGM Collection, Taylor Swift - The Eras Tour, Uber, Ritz-Carlton Yacht Collection*

- Drove 80% growth in click through rate over one quarter by leveraging A/B and multivariate testing messaging and content, resulting in increased mobile app downloads and user acquisition.
- Monitored and analyzed data across to innovate campaign strategies and identify new growth opportunities, providing content and positioning recommendations to stakeholders, resulting in improved web and app engagement and a 78% increase in overall conversions.
- Collaborated with email marketing teams to align content strategies across digital platforms, to deliver seamless messaging to audiences, resulting in a 57% increase in app downloads.

### Content Marketing Manager • Secure Senior Connections • Industry: HealthTech 02/2023 - 07/2023

Established an improved brand presence by developing and implementing an omnichannel content strategy, sales enablement materials, and go-to-market plans for social media, email, and web platforms to drive sales and member conversions.

- Enhanced customer activation and retention rates by 95% through data-driven approach and targeted audience nurturing content i.e., email marketing and automation workflows, utilizing digital reporting and analytic skills to optimize engagement strategies.
- Collaborated with cross-functional teams to develop and execute account-based marketing campaigns to drive pipeline growth; created and managed newsletters, email, and social campaigns via HubSpot.
- Led end-to-end communications campaign and strategy across social, SMS, push, email, and direct mail, leveraging targeted customer-centric copy to drive engagement, social media and push campaigns boosted memberships by 80%.

### Account Manager, Marketing • BBDO Worldwide • Industry: Ad Agency • 03/2022 - 01/2023

Spearheaded content planning and account management for DTC loyalty and B2B omnichannel marketing initiatives, driving growth to loyalty program and improved acquisition/retention for business partnerships.

*Client: Exxon Mobil*

- Collaborated with cross-functional teams and direct reports in running content and communications plans for CRM marketing across multi-channel DTC campaigns for loyalty program resulting in a 48% surge in app downloads and improved the customer experience.
- Leveraged marketing metrics to develop data-driven strategies to identify high-performing content types, across web, newsletters, push, email, display, SMS, app, and direct mail, driving a 70% rise in memberships.
- Owned end-to-end ad campaign strategy for the loyalty program and partnerships i.e. AARP and Walmart, leading to a 46% improvement in conversion rates, driving a 54% increase in membership activations.

**Content & Communications Specialist • UBS • Industry: Financial Services****01/2021 - 03/2022**

Streamlined customer experience and increased conversions through email and web campaign management while utilizing performance metrics to inform marketing strategy.

- Developed data-driven growth strategy through tactical KPI analysis and customer personas to identify areas for improvement, and fine-tune communications across email and web, increasing click-through-rates by 68%.
- Utilized ABM content engagement trends to create new content distributed across multiple channels, resulting in 90% increase in audience reach.
- Collaborated with SMEs and cross-functional teams to develop customer journey maps, maintain landing pages, content libraries, and digital templates leading to a seamless customer experience and positive user feedback.

**Marketing Coordinator • Girls Inc. of New York City • Industry: Education Non-Profit****07/2019 - 12/2020**

Crafted compelling customer focused GTM digital marketing strategies for multiple campaigns to maximize brand engagement and increase youth program enrollments.

- Optimized marketing campaign strategies across social media, email, and events, leading to \$15K in donations and improved web engagement leading to 70% increase in program registrations.
- Boosted social media engagement by 55% through strategic social media monitoring and compelling content creation, to drive non-members to register.
- Led the implementation of SEO and digital communications improvements using SEMrush and Ahrefs, resulting in a 43% increase in organic web traffic and improved accessibility for potential users.

**Marketing Operations Coordinator • Pinerock Productions • Industry: Advertising****08/2018 - 06/2019**

Enhanced productivity within the Sales and Marketing departments through effective project management, marketing event preparation, and CRM management.

- Increased efficiency by 90% through expertly managing CRM marketing initiatives via HubSpot, project planning, and campaign execution.
- Revamped B2B communications strategy, resulting in a 55% increase in website conversions and 70% growth in customer engagement.
- Led strategic market research and keyword optimization, boosting web engagement by 50% using SEMrush and Google Search Console.

**Social Media Coordinator • African American Women in Cinema • Industry: Events Marketing****02/2016 - 07/2018**

Innovated the social media and content engagement strategy to improve brand growth through optimizing effective SEO and SEM tactics and developing compelling media posts.

- Generated a 70% increase in website traffic through optimized SEO strategy, resulting in improved brand awareness for the organization.
- Boosted engagement by 90% on Facebook, Instagram, and Twitter by implementing data-driven organic social media campaigns.
- Revamped social media and content strategy plan leading to a 60% increase in event attendance and a stronger online presence for the company.

**EDUCATION**

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Master's in Business Administration, Marketing  
*William Paterson University*

Bachelor Of Arts, Media Communications  
*CUNY Hunter College*

**CERTIFICATIONS**

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SEO - HubSpot

Content Marketing - HubSpot

Social Media Marketing II - HubSpot

Advanced Product Marketing - LinkedIn

**VOLUNTEERING**

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NYC Fintech Women - Social Media Marketing Contributor

Feb 2023 - Present

Baddies in Tech - Email Marketing Manager, *Buildathon Initiative*

Jan 2024 - Mar 2024