

# SYDNEY HELMUTH

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## EDUCATION:

### University of Oregon

Majors: Public Relations and Political Science, Minor: Public Health, 4.05 GPA

Expected Graduation: Spring 2026

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## PROFESSIONAL EXPERIENCE:

### University of Oregon Office of the Vice President for Research and Innovation

#### *Student Communications Assistant*

September 2025 – Present

- Conduct a comprehensive website audit to ensure compliance with accessibility standards (WCAG 2.1 AA), identifying and documenting issues related to usability, structure, and inclusive design
- Draft and distribute weekly internal newsletters highlighting research updates, funding opportunities, and faculty achievements for campus-wide audiences.
- Write, edit, and fact-check research-driven feature stories that translate complex academic work into accessible, engaging content
- Design and publish social media posts across Instagram and LinkedIn to promote UO research initiatives, events, and impact stories, increasing engagement through data-informed strategies

### U.S. Senate

#### *Press Intern in the Office of Senator Mark Kelly*

June 2025 – August 2025

- Compiled daily press clips and news briefings, summarizing key headlines and trending coverage for the Senator and staff
- Maintained and updated local and national media lists, ensuring accurate and up-to-date information on reporters, editors, and producers
- Drafted and proofread press releases, media advisories, and talking points. supporting the office's outreach and messaging strategy
- Monitored press inquiries, routing requests to the appropriate staff

### SOLVE

#### *Social Media Coordinator*

January 2025 – August 2025

- Supported the Sr. Communications Manager in creating engaging social media content across Facebook and Instagram, including static posts, reels, and stories
- Developed and proposed content ideas aligned with outreach goals and overall content strategy to increase social media outreach by 35%
- Monitored social media channels, responded to comments, and identified opportunities to engage with other accounts relevant to SOLVE's mission

#### *Communications and Outreach Intern*

June 2024 – August 2024

- Conducted and presented a complete analysis of SOLVE's current outreach and communication strategy for youth volunteers
- Developed new strategies for engaging youth volunteers, including short-form video content
- Launched new youth outreach initiatives in advance of signature environmental event series to increase youth participation by over 100 volunteers

### Allen Hall Public Relations

#### *Account Executive*

January 2025 – June 2025

- Create engaging and tailored media materials, such as press releases, social media content, and media lists, to enhance client visibility for FanWagn
- Collaborate with a team of 3 other account executives to design and execute personalized PR strategies

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## LEADERSHIP & ACTIVITIES:

### Daily Emerald

**Social Media Copy Editor***April 2024 – Present*

- Curate and edit engaging social media content on Meta platforms to increase website traffic by 22%
- Collaborate with journalists and editorial team to ensure accuracy and consistency
- Maintained high-volume content schedules and breaking news, including at least two posts per day

**Gamma Phi Beta***Administrative Vice President**December 2023 – December 2024*

- Organized and led chapter meetings for over 150 members
- Revised chapter documents and style guide to use gender-inclusive language
- Implemented member feedback to increase member retention and attendance at events by 15%

**The Rising Project***Social Producer**September 2023 – December 2024*

- Produced two short films about sustainable college life with a team of four peers
- Coordinated campus and social media initiatives to increase climate awareness for college students using Instagram for outreach

**FLUX Magazine***Writer**January 2023 – June 2023*

- Pitched and developed ideas for feature and front-of-book articles
- Wrote and revised one feature article and one front-of-book article for printed publication

**Mission 4 Arizona***Research Leader, Social Media Campaign Organizer**June 2020 – November 2020*

- Amassed over 2,500 followers on TikTok, Instagram, and Twitter while creating content to campaign for Arizona Senator Mark Kelly
- Researched policy initiatives to appeal to youth voters

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**AWARDS AND HONORS:***University of Oregon Dean's List**September 2022 – Present**Congressional Recognition for Community Service Achievements**March 2021*