SYDNEY RISHER

ABOUT ME

Creative, results-driven Digital Coordinator with experience managing multi-platform social media, producing high-impact digital and print assets, and developing compelling copy that drives engagement and growth. Brings a strong foundation in communication, leadership, and strategy backed by experience in public speaking and education. Skilled at translating mission-driven storytelling into scalable, audience-focused digital communication.

EDUCATION

Abilene Christian University • 2023
MA in Communication with a focus on rhetorical analysis

University of North Texas • 2021
BA in Communication Studies with a minor in Strategic Communications

Collin College • 2019
AA in Communications, Public Relations, & Advertising

EXPERIENCE

2023-Present **Hope Fellowship Church**
Digital Coordinator

- Managed content creation and scheduling across 3+ social media platforms for 14k+ followers.
- Designed high-performing YouTube thumbnails and visual assets.
- Led onboarding and coordination of a volunteer photography team.
- Produced cohesive digital and print assets aligned with brand guidelines.
- Wrote copy for paid and organic social campaigns to drive engagement.
- Supported community management and reputation-aware messaging.

2021-2023 **Abilene Christian University**
Graduate Assistant • Speaking Center Assistant Director • Resident Advisor

- Facilitated student learning in public speaking and rhetoric, providing actionable feedback to improve performance.
- Managed social media, scheduling, training, meetings, and cross-departmental partnerships.
- Organized events and supported conflict resolution while advising students on personal and academic challenges.

2019-2020 **Prestonwood Baptist Church - North Campus**
Creative Arts Coordinator
• Managed logistics, volunteers, and program flows to deliver engaging weekly children's worship experiences (birth–6th grade).

2016-2019 **Hobby Lobby**
Cashier • Bookkeeper • Customer Service Manager

- Supervised front-end operations and cashier team, ensuring efficient customer service.
- Managed daily cash handling, deposits, and balanced registers.
- Processed customer purchases, returns, and resolved inquiries.

SKILLS

Social Media Management & Strategy • Graphic Design & Visual Content Creation • Copywriting & Content Development
Team Leadership & Volunteer Management • Event Planning & Coordination • Public Speaking & Communication • Photography & Event Photography • Educational Facilitation & Mentorship • Digital Marketing & Advertising

TECHNICAL SKILLS

Google Workspace • Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Adobe Acrobat, Lightroom) • Social Media Platforms & Scheduling (Instagram, Facebook, Meta Business Suite) • Capcut • Asana