



SYDNEY MATZKO

Emerson College '21 / Journalism Major / sydney.matzko@gmail.com / smatzko.wixsite.com/smatzko

PERSONAL STATEMENT

I am deeply interested in the fields of communications and design and aim to use my voice and my expertise to deliver information in a innovative and necessary manner. I have tremendous value to offer from my varied technical skill sets, striking leadership abilities, global perspective and personally guaranteed enthusiasm.

SKILLS

ADOBE CREATIVE CLOUD

WRITING

REPORTING

GRAPHIC DESIGN

SOCIAL MEDIA

PHOTOGRAPHY

SPANISH

REFERENCE

James Rada, Ithaca College
Associate Professor and Chair,
Department of Journalism
(607) 274-3637
jrada@ithaca.edu

EXPERIENCE

MARCH – APRIL 2018

WKNO-NPR / Memphis, TN

- Extensively covered MLK50 week commemorating the 50th anniversary of Martin Luther King Jr. on a national level
- Photographed commemorative and activist events
- Produced radio segments for NPR news with a unique perspective

OCTOBER 2017 – DECEMBER 2018

The Ithacan / Multimedia Editor / Ithaca College

- Film event coverage, interviews, and other newsworthy content
- Edit videos intensively with Adobe Premier Pro
- Pitch and plan original, innovative visual stories
- Develop modern interactives relevant to written news stories

DECEMBER 2017 – DECEMBER 2018

Society of Professional Journalists / Treasurer / Ithaca, NY

- Network with professionals at regional and national SPJ conferences
- Manage expenses and pitch spending to organization investors
- Attract industry professionals to share insight for weekly programming
- Recruit promising members that show a dedication to journalism

JUNE – PRESENT

Boston Tattoo Company / Graphic Designer / Cambridge, MA

- Designed and executed custom, graphic advertisements to suit the shop
- Designed apparel line to suit the brand's style, and oversaw its production
- Introduced effective, innovative social media marketing skills to the brand
- Assisted with shop management and productivity

OCTOBER 2017 – DECEMBER 2018

IC Distinct / Photographer, Layout Designer / Ithaca, NY

- Curate complete photo shoots to pair with magazine articles
- Edit photos completely with Adobe Photoshop
- Create unique and visually stimulating layouts with InDesign
- Oversee print production and distribution

SEPTEMBER 2017 – DECEMBER 2017

NewsWatch ICTV / Assistant Producer / Ithaca, NY

- Used industry-standard video equipment to film news reporting
- Re-wrote news stories in broadcast style
- Operated reliably in an industry-standard newsroom