

SYDNEY ABDNOUR

CONTACT

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📍 Peoria, IL

SKILLS

STRATEGIC PLANNING

MARKET ANALYSIS

SOCIAL MEDIA MARKETING

CONTENT CREATION

MICROSOFT OFFICE SUITE

SPROUT SOCIAL / HOOTSUITE

BEGINNER PHOTOGRAPHY

CAPCUT

CANVA

EDUCATION

BACHELOR OF SCIENCE PSYCHOLOGY & SOCIOLOGY

Eureka College
Eureka, IL

EXPERIENCE

DIGITAL CONTENT COORDINATOR

Illinois Central College | East Peoria, IL | Dec 2023 - Present

Public Community College offering 150+ programs for students to earn degrees and certificates.

- Develop and manage institutional social media content that blends informative messaging with an engaging, student-centered tone to strengthen brand voice and audience connection.
- Conceptualized and produced short-form TikTok campaigns promoting campus Visit Days, generating 342,000 impressions and 4,500 clicks within a four-month period.
- Increased Facebook engagement rate by 85% in the first year of employment compared to the previous year.
- Photograph campus events and deliver professionally edited images using Adobe Lightroom under tight post-event turnaround deadlines.

MARKETING DIRECTOR

Frank's: Home of Frank's Famous Italian Beef | Peoria Heights, IL | Aug 2025 - Present

Fast casual restaurant serving sandwiches, salads, soups, desserts, and more.

- Produced trend-driven short-form video content for TikTok, Instagram Reels, and Facebook Reels, spotlighting a restaurant owner with 40 years of industry experience in the Peoria area to strengthen brand storytelling and local credibility.
- Grew social media presence organically to 7,200 followers across Facebook, Instagram, and TikTok within six months.
- Created and edited engaging short-form videos using CapCut and TikTok, leveraging humor and trend-based formats to increase audience interaction and brand personality.
- Managed consistent weekly digital updates, promoting menu changes and featured specials to drive customer engagement and repeat visits.

SOCIAL MEDIA MANAGER

Kim's Academy of Dance | Peoria, IL | Sept 2016 - Present

Dance Studio offering education in various styles and genres for ages three through high school.

- Conceptualized and launched Instagram and TikTok platforms from inception, cultivating an engaged dance community and generating 150K+ likes on TikTok to date.
- Create visually compelling, trend-informed content that merges technical excellence with authentic studio culture.
- Developed signature hashtags and continue to produce branded social trends to establish a cohesive digital identity within the dance space.
- Produce dynamic short-form video content highlighting dancers' technique, artistry, and in-class experience, strengthening audience connection and brand storytelling.
- Collaborated with studio owner to curate and produce a 40-year legacy campaign featuring archival footage and photography; the series generated 85,000 views and 3,800 engagements across Facebook and Instagram, celebrating the studio's artistic evolution and community impact.

MEDIA MANAGER

Central States Marketing | Peoria, IL | May 2019 - Dec 2022

Mid-sized marketing firm specializing in business marketing and consulting.

- Collaborated with internal departments including graphic designers, videographers, and photographers to execute local, national, and international advertising campaigns, from strategy and planning, through placement and evaluation.
- Sourced and developed new media strategy and advertising opportunities that generated growth and profitability for clients with a focus on driving awareness, traffic, lead generation, and conversion.
- Managed more than 100 daily social media campaigns on various platforms including Facebook, Instagram, LinkedIn, TikTok, Snapchat, and Twitter.