

SYDNEE THOMPSON

STORYTELLER AND
DIGITAL STRATEGIST

EMAIL

syd@digital319.com

LOCATION

Dallas, TX

EDUCATION

THE UNIVERSITY OF GEORGIA

Grady College

Bachelor of Arts in Journalism and
Mass Communication
Advertising and Spanish
August 2010 – May 2014

UGA New Media Institute

New Media Certification
2011

EXPERTISE

Digital & Social Media Strategy
Brand & Audience Definition
Copywriting & Content Management
Social & Web Analytics
Website Development

EXPERIENCE

NIKE

Virtual Co-Creator for Nike's web3 platform,
dotSwoosh

February 2023 - Present

DIGITAL319

Founder and CEO
December 2020 – Present

ONTARIO INTERNATIONAL AIRPORT (ONT)

Director of Digital Media
March 2019 – July 2021

Social Media Manager April
2018 – March 2019

DALLAS FORT WORTH INTERNATIONAL AIRPORT (DFW)

Social Media Specialist
October 2016 – March 2018

THE RICHARDS GROUP AND LERMA AGENCY

Social Strategy Lead
December 2014 – October 2016

Dr Pepper Snapple Group, Grupo Peñafiel, Anheuser-Busch,
Avocados from Mexico, Metro PCS, Total Wine

Social Strategy and Copywriter Intern
July 2014 – December 2014

TGI Fridays, Dymatize, Dr Pepper Snapple Group, Jackson
Family Wines (KJ Avant)

DIGITAS NORTH AMERICA

Copywriter Intern
June 2013 – August 2013

Goodyear Tire & Rubber Co.