



SYDNEY URRUTIA

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SUMMARY

Driven and experienced entrepreneurial-minded achiever with capacity for both long-term vision and nitty-gritty details. Led a marketing team to bring consistent yearly growth through social media and events to one of the UK's fastest growing companies. Single-handedly launched an international entity and secured a 6-figure marketing partnership with Visa. Doubled lead generation on a month on month for tele-health startup via social media marketing management.

Strategic Marketing | Social Media Marketing | Brand Management | Business Development

PROFESSIONAL EXPERIENCE

Contractor - Social Media Marketing & Growth

September 2022 - Present

Grapplers Performance, Oregon

Grapplers Performance is an online cash-based physical therapy service for grappling athletes.

- Doubled incoming email leads every month through social media growth
- Compared to the prior 3-month period, reached 273% more accounts, engaged 42.8% more accounts and grew our followers by 6.4%
- Have reached #1 search rank on Google for a host of identified terms through cross-promotion on social sites and launching a YouTube and TikTok account.

Startup CEO

March 2020 to January 2022

TiPJAR USA - San Diego, CA

TiPJAR is a cashless tipping platform, founded in the UK in 2019, that enables tipped workers to easily accept, pool & split cashless tips

- Landed 6 figure partnership with Visa for a promotional marketing campaign to support the official product launch in California
- Drove sales and marketing efforts from the ground up with social media growth, networking and by bringing on small team for grassroots sales and marketing work
- Setup international entity, commissioned relevant legal work, curated business plan, budgets and forecasts

Head of Marketing

2016 - 2020

BrewDog - London, UK

BrewDog is Europe & the UK's largest craft beer brand with 100+ bars located across the globe.

- Oversaw the marketing strategies, social channels, events and customer experience initiatives to drives sales and PR for BrewDog's 100+ global bar network
- Ran a team to ensure excellence in creative curation, analytical reporting and company-wide comms within marketing campaigns
- Wide experience using viral tactics to get press with no advertising spend
- Achieved positive yearly like-for-like growth across the bars during a period of industry decline

SKILLS

- Language: Proficient in Spanish (lived in Argentina and Mexico)
- Advertising: Google AdSense, Google Adwords & Facebook Advertising
- CRM: Hubspot, MailChimp, MailerLite
- Content Curation: Final Cut Pro X, Canva, Adobe InDesign

EDUCATION

2019 | Leeds Beckett University
Institute of Leadership & Management
Level 5

2010 - 2015 | Southern Oregon University
BSc in Biochemistry *Magna Cum Laude*
Outstanding Chemistry Graduate 2015