

Sydney Bollaert



Responsibility • Individualization • Adaptability • Maximizer • Activator
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Experience

Marketing Coordinator – H&S Companies December 2018 – Present

- Coordinate all events including event setup/take down and attendance, designing and sending invites, menu selections, and filing appropriate paperwork and tracking of invoices
- Evaluate opportunities, design materials in Adobe InDesign and maintain our website
- Develop our brand story and value propositions for each service line

Owner and Photographer – Sydney Lynn Studios April 2018 – Present

- Lead photographer taking high-resolution images of weddings, families, portraits, couples, events and brands then retouching using Adobe Lightroom and Photoshop
- Build authentic relationships with clients through planning at the photo session
- Manage my website and social media profiles as my primary lead generator resulting in 20 weddings for the 2021 season

Product Marketing Specialist – Steelcase May 2017 – December 2018

- Execute product line marketing tactics including product development, lifecycle management, merchandising, competitive analysis, training, and pricing
- Support field sales and dealer professionals as the product expert for Bivi
- Manage projects and maintain liaisons with supply chain, pricing & contracts, engineering, brand communications, and database to meet objectives for timing and experience
- Analyze sales data to determine if a project is viable and fits within brand strategy

Mock Up EXPerience Intern – Steelcase June 2016 – May 2017

- Collaborated with IT and product specialists to develop a first of its kind competitive database for field sales people with over 250 products and growing
- Achieved 1,200 users within 3 months of launch, exceeding corporate expectations
- Assisted in presentation of competitive database in breakouts at a national sales meeting
- Created and participated in training videos and photoshoots

Wedding Planner – Blue Skies Wedding Planning March 2016 – December 2019

- Create and maintain social media accounts such as Facebook, Instagram and Pinterest
- Confer with clients to determine their specific wedding planning needs
- Coordinate day-of logistics between bride, family, and vendors

Residential Assistant – Hope College August 2015 – May 2016

- Fostered community and ensured security for residents in Kollen Hall
- Performed administrative duties such as cash requisite forms and disciplinary reports
- Collaborated with a team of thirteen residential assistants to achieve common goals

Community Involvement

Redemption Church Senior High Student Ministries Leader August 2018 – March 2021

Grand Rapids Young Professionals Member May 2017 - Present

Innovation Central High School A.B.L.E. Mentor August 2017 – December 2018

Tutor – United Way Schools of Hope December 2016 – August 2017

Education

Hope College – Holland, MI Graduated: May 2017
Bachelor of Arts – Business Management