

Sidney Johns



Contact



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Education

2024
Bachelor's of Business
Administration in Marketing,
Music Business Certificate
University of Georgia
Terry College of Business

References

Quinn Brown | Magic Trick Media
Supervisor
jquninbrown@gmail.com

Heather Graham Hood
Trevelino/Keller
Sr. Executive Vice President
hgraham@trevelinokeller.com

Madelyn Hill | Trevelino/Keller
Senior Account Executive
mhill@trevelinokeller.com

David Barbe | University of
Georgia
**Director and Senior Lecturer,
Music Business**
dbarbe@uga.edu

Internships

Trevelino Keller | Atlanta, GA
June 2023 - July 2023
Intern

Growth PR/Marketing firm focused on building, launching and scaling B2B and B2C companies. Leans into public relations, growth marketing and creative studios to develop measurable programming that leads to outcome-driven goals. Practice areas include technology, healthcare, financial services, franchising, environment, government, food & beverage and lifestyle.

- Collaborated on small teams of PR professionals to help manage and support five client accounts, gaining client facing experience, including Belgard and Roy Rogers
- Supported the team in drafting press releases, media pitches, blog posts, editorial calendars, content creation, and other communication materials tailored to each client's brand voice
- Developed and presented campaign project for nonprofit client BlazeSports America collaboration with team
- Gained experience in influencer relations and analyzing social media and sales reports through attending the 2023 NIL Summit
- Developed skills in digital tools and technology such as Adobe Illustrator, Excel, PowerPoint, Microsoft Word, Canva, Muck Rack, Asana, Tagger, Sprout Social, Slack, and Trello

Magic Trick Media | Nashville, TN (Remote)
September 2022- May 2023
Intern

A creative production agency who brings in-house expertise on any type of visual media.

- Researcher focused on a project discussing ethnomusicology that ties together music, location, culture, travel, and emerging technology for the purpose of an unreleased application
- Gathering, organizing, and analyzing data on how location impacts music
- Collaborating with the head of the company to enhance skills in social media and marketing usage, graphic design, and copyright law
- Gaining additional insight on startups and new ways to entertain and engage audiences through new media/emerging technology
- Formulating strategic marketing decisions for a subscription based model application

Project Experience

Bath & Body Works Digital Strategy Plan & Marketing Campaign
January - March 2024
Social Media Marketing

I was tasked to create a comprehensive digital marketing campaign for a company of my choosing. With a marketing and content development budget of \$240,000, I designed a 2-month marketing campaign (July-August) proposal: #NostalgicCity, in conjunction with a product expansion. This project taught me to explore many areas of social media marketing, including designing an editorial calendar, calculating reach, expected conversions, expected revenue, and ROAS. My campaign proposal resulted in a revenue of \$637,470 and a return on ad spend of 4.39:1.

Glossier - Marketing Research and Proposal
August - December 2023
Marketing Research and Campaign Development

Along with three other teammates, I was tasked to conduct market research of both qualitative and quantitative data for a selected brand in order to formulate a comprehensive marketing proposal. This project allowed me to gain valuable insights into consumer behavior, market trends, competitor analysis, and product positioning.

MBUS Faceoff
April 2022
Marketing/Promotion

MBUS Faceoff is a live music show I organized and collaborated on with three other teammates. Through this experience, I gained knowledge of the production set skills required for a live show. Additionally, I created graphics to distribute across various media platforms, including the MBUS Newsletter. Promotion for the show began in mid-February with the event taking place in late April, resulting in attendance of over 100 people.

Nuci's Space Jam - November 2021
November 2021
Team Co-Leader, Marketing, Ticket Sales, Hospitality

Nuci's Space Jam is a show put on by MBUS students each year to raise money for the non-profit organization, Nuci's Space. As a co-leader of a team of 16, I played a key role in the team's marketing efforts by creating graphics and distributing them on various social media platforms. Additionally, I oversaw ticket sales and managed accounting responsibilities, with our team achieving the highest gross profit of \$1,329.50

Course Experience

Social Media Market Strategy
Spring 2024

- Central focus on the way businesses use social platforms to engage with their audiences
- Understanding of the sociological principles behind major shifts in consumer behavior and social interaction online
- Comprehensive multi-channel digital marketing campaign
- Knowledge and skills necessary to compute a diverse range of social media metrics such as CPM, reach, expected engagement/conversion/revenue

Special Topics in Music Business: Live Music & Touring
Fall 2023

- Deep understanding of distribution of recorded music, concert promotion, and touring
- Engaged in weekly discussions and analysis of "The Business of Concert Promotion and Touring: A Practical Guide to Creating, Selling, Organizing, and Staging Concerts" by Jake Berry, Ray D. Waddell, and Richard D. Barnett to deepen understanding of concert promotion strategies

Emerging Issues in Music Business
Spring 2023

- Deep understanding of the operational aspects of the music industry, including focus on engineering, creative content development, and intellectual property protection
- Executed a hands-on project in the music industry by organizing and collaborating on "MBUS Faceoff"
 - Acquired production set skills and designed graphics for multi-platform distribution

Music Theory for Non-Majors
Fall 2022

- Identify visually and write scales, keys, triads, intervals, and chords
- Notate rhythm correctly, beaming according to the meter
- Write melodies and simple accompaniments in a given key
- Analyze simple harmonies and formal structures

Theatre/Acting/Vocal Experience

WAY2Perform Children's Theatre Camp - 2019
Camp Counselor

'Eric Church Holdin My Own' Tour - 2017
Background Vocalist for opening set - 'Mistress Named Music'

The Theatre Project: The Hunchback of Notre Dame - 2018
Madame/Company

The Theatre Project: A Christmas Story the Musical - 2017
Company

The Theatre Project: Joseph and the Amazing Technicolor Dreamcoat - 2017
Company

Pitch Perfect 3 Casting - 2017
Extra

Coffee House - 2017
Vocalist performing in a capella ensemble

Coffee House - 2016
Vocalist performing original composition

Griffin's Got Talent - 2016
Vocalist performing original mash-up of songs a cappella with partner

Shrek the Musical Jr. - 2016
Fiona

GMEA All-State Chorus - 2015
Choir Member

The Little Mermaid the Musical Jr. - 2015
Mersister - Adella

Beauty and the Beast the Musical Jr. - 2014
Ensemble

GMEA All-State Chorus - 2014
Choir Member

Statewide Honor Chorus - 2014
Choir Member

GMEA District XII Elementary Honor Chorus - 2012
Choir Member

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