

Hi! My name is

PORTFOLIO



# Sidney Anderson

Dynamic and results-driven Communications Leader with a passion for storytelling, strategic digital engagement, and multimedia production.

## Education

### M.A. Arts Administration

Eastern Michigan University | 2020-2022

### B.A. Media and Information, Minor Theatre

Michigan State University | 2014-2018

## Work Experience

### Communications Manager, Wayne Metropolitan Community Action Agency | 2023–Present

- Assumed leadership of the Communications Department after the director's departure, overseeing all internal and external communications functions for a **700+** staff nonprofit serving **100+** programs and departments. Managed a team of skilled creatives in web and graphic design, media production, public relations, social media, and campaign execution.
- Transformed the Agency's Annual Meeting from an outsourced production to an internally produced documentary-style presentation, featuring staff, community partners, and a conversation with Senator Debbie Stabenow. Saving **\$22K-\$77K**.
- Produced a range of multimedia projects, including the agency's first podcast, a Detroit Public Television commercial, and the reinvention of the seasonal Engagement Series, **increasing viewership from 100-300 to 2,500-3,500 impressions**.
- Built a Media Library of b-roll, photography, and marketing assets to support agency-wide storytelling and branding.
- Strengthened digital presence and engagement strategies across social media, increasing digital engagement by 600%.
- Developed and Launched TeamWayneMetro.org, an internal intranet hub providing employees with streamlined access to key resources, improving operational efficiency across the agency.
- Optimized department infrastructure by overhauling Zendesk ticketing system and integrating Asana.
- Managed Budget and Department Operations – Oversaw a **\$121,000** annual budget, handled purchasing and invoicing, and maintained inventory for media equipment, swag, and event materials.
- Fostered Strategic Community Partnerships – Strengthened Wayne Metro's visibility and collaboration with external stakeholders, enhancing public awareness and engagement.

### Project Coordinator, Engage@EMU (Eastern Michigan University) | 2020–2023

- Managed operations for four major programs, overseeing **80+** participants and serving as the primary point of contact.
- Scheduled and coordinated executive calendars and meetings.
- Created newsletters, posters, videos, and digital content using Canva, Adobe Creative Suite, and Da Vinci Resolve.
- Developed pilot programs and implemented new initiatives.

### College Advisor, Michigan State University College Advising Corps (AmeriCorps) | 2018–2020

- Provided college advising to **500+** high school seniors, increasing college applications by 12%.
- Organized school-wide events and led **12** after-school workshops on college applications, financial aid, and scholarships.
- Managed and tracked **\$14.5 million** in scholarship awards.
- Boosted student engagement through video production, social media, and marketing campaigns.

Get in touch!

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