

Sydney Townsend

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EXPERIENCE

Senior Brand and Digital Partnership Coordinator, AMB Sports + Entertainment, Atlanta United & Atlanta Falcons
March 2025 – Present

- Lead strategic planning and execution on integrated partner content, including off-season series development and optimization, resulting in a 50%+ increase in engagement across 13 branded content series
- Collaborate cross-functionally with 8 internal departments to align content with brand voice, partner goals, and social strategy
- Develop and maintain inventory that generates and directly impact multi-million-dollar revenue return
- Capture and produce matchday content for real-time and post-event sponsor activations, ensuring brand consistency and timely delivery across platforms

Brand and Digital Partnership Coordinator, AMB Sports + Entertainment, Atlanta United
October 2023-March 2025

USA Volleyball Junior National Coach, A5 Volleyball Club
Oct 2022 – Present

- Provide leadership, mentorship, and performance development for athletes
- Guided team to consistent top 10 finishes at national qualifiers and USA/AAU National Championships

USA Volleyball Junior National Coach, Club V Volleyball

- Directed indoor and beach teams as head coach, overseeing all aspect of player development, game strategy, and tournament execution
- Led high-impact training camps and clinics, coaching athletes across skill levels

Freelance Global Marketing Copywriter, Nature's Sunshine
Oct 2022 – October 2023

- Developed strategic, multi-channel marketing content—including blogs, product pages, and promotional emails—that aligned with brand voice, educated global audiences, and supported revenue-driving campaigns through collaboration with cross-functional teams

Global Brand Story Manager, Nu Skin
Dec 2021 – Aug 2022

- Collaborate with global stakeholders to produce high-impact marketing assets—including product packaging, social media strategies, and email campaigns—that align with brand guidelines and contributed to \$91M in global revenue

Social Media Specialist, BYU Athletics
Jun 2018 – Mar 2020

- Produced in-game content for Men's and Women's Volleyball Instagram and Twitter pages that increased followers by 5%
- Within the first month, boosted impressions on Twitter by 5817% (1,117 to 66,100)

EDUCATION

MA Digital Strategy, Mass Communications
University of Florida | 2025

BA Sports Media, Communications
Brigham Young University | 2021

AWARDS

- Society of Professional Journalist Region Nine 2021 Mark of Excellence Award
- 2021-2022 Hearst Multimedia Digital News/Enterprise Story Competition

- 2022 NATAS Rocky Mountain Emmy Student Production Award

REFERENCES

- Ed Cahill—Senior Director, Brand and Digital Partnerships, *AMBSE*: edward.cahill@ambse.com, 404.735.3725
- Laura McLaughlin—Co-Coach, *A5 Volleyball*: jeff.laurajane@gmail.com, 404.667.5263
- Morgan Cowen—Senior Manager, Brand and Digital Partnerships, *AMBSE*: morgan.cowen@ambse.com, 706.888.8868