

SYDNEY FROELICH

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SUMMARY

As a Broadcast and Digital Journalism major at Syracuse University, I am seeking opportunities to apply and further develop my skills in media and community engagement. My passion for storytelling, combined with my diverse experiences in graphic design, journalism, and community service, makes me a dynamic and versatile candidate ready to contribute to your team.

EDUCATION

SYRACUSE UNIVERSITY | Newhouse Student

S.I. Newhouse School Of Public Communications

- Broadcast and Digital Journalism student
- GPA: 3.58

KEY SKILLS

- Broadcasting and Digital Journalism
- Camera Operating (XF705)
- Graphic Design (Adobe Photoshop, InDesign, Illustrator)
- Social Media Management
- Editing (Adobe Premiere, Audition)
- Script Writing (AP ENPS)
- Team Management and Leadership
- Interviewing and Hosting
- Community Engagement

WORK EXPERIENCE

Multimedia Journalist for amNewYork - Schneps Media Summer 2025

- Pitched, reported, and wrote stories under tight deadlines while covering events across NYC.
- Conducted field and man-on-the-street interviews to capture diverse perspectives.
- Produced, edited, and recorded video content for amNewYork's social media platforms.

Associate Producer of Cuse' Tonight Fall 2024

- Produced, filmed, and edited TV packages and social media videos.
- Contributed to show rundowns and monologues through weekly writers' meetings.
- Operated multiple crew roles during pre-recorded productions (Graphics, Teleprompter, VTR).

Public Relations Intern at Krupp Agency Summer 2024

- Supported client publicity strategies through media tracking and competitive analyses.
- Built and maintained master media lists across contacts and broadcast syndications.
- Assisted at client meetings and broadcast appearances.

Television and Digital News Reporting Fall 2022- present

- Pitched and reported local Syracuse news stories, conducting interviews and gathering content.
- Operated XF705 camera, shot B-roll, and recorded audio with Adobe Audition.
- Wrote scripts and edited complete packages using Adobe Premiere Pro.

Design Project Manager Spring 2024

- Led a design team on the Erie Canal Museum rebrand, overseeing projects and evaluating work.
- Created advertising campaigns, weekly client decks, and brand style guides.
- Designed logos, merchandise, and copywriting materials including taglines.

Live from Studio B, Camera Person and Team Member Fall 2022- Fall 2023

- Operated studio cameras and contributed to weekly live productions.
- Collaborated with team members in pitching, writing, and creating skits.
- Gained hands-on experience in broadcasting and journalism within a fast-paced environment.