

SYDNEY MONDRY

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EDUCATION

California College of the Arts

San Francisco, CA, 2018-2020

M.F.A., Creative Writing

Thesis—*Everybody Clap Your Hands*

Brown University, Providence, RI

Providence, Rhode Island, 2011-2015

B.A. (Honors), English Nonfiction Writing

Honors Thesis—*The Eyes Eat First: Food Culture in the Age of Social Media*

Aspen High School

Aspen, CO, 2007-2011

International Baccalaureate Diploma

SELECTED PUBLICATIONS

How to Make Homemade Bagels

July 2020, **Thrillist**

Actually, Wedge Salads Are an Abomination

May 2019, **VICE**

I Got a Landline to Save My Brain

October 2018, **VICE**

The Surprising Way People with Eating Disorders Are Using Instagram

December 2015, **Refinery29**

For additional publications, please see smondry.com

ACHIEVEMENTS

Nominated for a Webby Award for

Social: Food & Drink.

Spring 2018

Panelist for Social Media Week's

"Reaching Young Audiences on

Instagram: Strategies for Publishers."

Spring 2018

RELEVANT EXPERIENCE

Vox Media—Narration Producer

San Francisco, CA, 2020

Wrote and fact-checked voice over scripts for food and travel show *Eater's Guide to the World*, narrated by Maya Rudolph, airing on Hulu November 11. Worked daily with Executive Producer to edit scripts, video sequence, and general narrative arc for all seven episodes. Recorded scripts with talent.

SocioFabrica—Freelance Social Media Strategist

San Francisco, CA, 2019-Present

Completed social audit of all social channels and created new social strategy for SocioFabrica, an award-winning marketing agency specializing in strategy, design, and development.

Taught best Instagram practices to SoFab employees.

Currently completing social audits and generating social strategies for SoFab clients.

VICE—Senior Social Editor

New York, NY, 2018

Storyboarded and produced Instagram Stories across six VICE verticals. Created and taught company-wide best Instagram practices.

VICE—Social Editor, MUNCHIES

New York, NY, 2016-2019

Managed all social media platforms and community engagement for MUNCHIES, a VICE website and digital video channel dedicated to food and its global purpose. Wrote social copy for and posted articles on Facebook and Twitter 20 times/day, nearly doubling the number of Facebook followers to 717K. Wrote captions and posted photos on Instagram 3-5 times/day, nearly doubling the number of Instagram followers to 441K. Planned and executed e-commerce campaigns for all MUNCHIES products. Generated copy for and posted branded content for MUNCHIES. Produced MUNCHIES newsletter 6 times/week for an audience of 14,000 subscribers. Post-produced and edited daily MUNCHIES Facebook videos with video team. Photographed chef visits and wrote occasional articles for MUNCHIES kitchen columns.

InStyle.com—Freelance Writer, Life & Home

New York, NY, 2015-2016

Wrote 3-5 researched pieces per day (600+ over 11 months) across all Lifestyle verticals, many which included personal interviews with expert resources.

Refinery29—Production Intern

New York, NY, Summer 2015

Yahoo! Studios—Media Intern, Katie Couric News Team

New York, NY, Summer 2014