

Sydney Chan

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EXPERIENCE

Tara Lipinski & Johnny Weir | Social Media Producer and Manager

Jan. 2026—Present

- On Instagram, led 30-day growth sprint resulting in 118M+ views and 17.9M unique accounts reached; increased followers by +161K net growth in one month (+19.6% total audience growth); drove 3.75M interactions with 64% coming from non-followers (2.1M likes, 190K shares, 46K saves); achieved 98% non-follower reach
- On TikTok, generated over 16M viewers in four weeks, reaching 16M unique users; drove 1.5M likes and nearly 69K shares; scaled followers to over 83K, roughly 1300% growth

NBC Olympics | Athlete Summit Content Creator and Creator Collective Runner | Los Angeles, CA / Milan, Italy

May 2025—Feb. 2026

- Captured/edited/produced content throughout NBC Olympics' Athlete Summit for @nbcolympics, @onherturf, @teamusa, @usfigureskating, and @ussnowboardteam Instagram accounts; collaborated with social media team to cover the week's activities
- Pitched content ideas that were well-received and implemented during the shoot
- Supported on-site operations for the 2026 Winter Games Creator Collective in Milan, assisting with credential logistics, production coordination, and daily team needs in a fast-paced international broadcast environment

Sports San Diego / Newhouse Sports Media | Holiday Bowl (45th & 46th) Content Creator | San Diego, CA

Dec. 2024—Jan. 2026

- Developed pre-event content plan outlining storylines/deliverables/sponsorship activation; captured/edited/produced daily video/photo content, interviews, and stand-ups featuring players/bands/fans; posted content across @holidaybowl, @seaworldsandiego, @sdsportstourism, @newhousesportssu, and @sydneychansports; drove 212,400+ views (65% from non-followers), reached 39,200+ accounts on Newhouse Sports Media Instagram

Broadway Video | Production Assistant | Los Angeles, CA

Dec. 2024

- Supported on-set operations for Maria Taylor's "The History of the Black Quarterback"; aired on Peacock for Super Bowl LX week

ACC Network on ESPN | Reporter, Associate Director, Social Media Coord., Graphics Operator | Syracuse, NY

Aug. 2024—Present

- Second-ever freshman to serve as a studio analyst and deliver on-air segments highlighting specific team/player storylines
- Associate Director for live games on ESPN2, ACCN, ACCNX; Technical Director, Tape AD, Tape Operator for live shows on Cuse.com
- Coordinate with crew and talent for smooth storyline development and smooth integration of roll-ins, packages, and sold elements
- Conduct live interviews with production crew and talent for Instagram; provide talent with stats and talking points for shows

CitrusTV | Beat Reporter, Associate Producer, Social Media Host | Syracuse, NY

Aug. 2024—Present

- Report for "On The Bench" (longest-running college sports show); pitch stories, conduct interviews, produce video packages
- Cut and edit VO using Premiere Pro and Avid Media Composer; run live audio using Yamaha CL3 Digital Mixing Console in-show

WAER / WJPZ Radio | Sports Desk & Sports Talk Desk / Sports Staff | Syracuse, NY

Aug. 2024—Present

- Write and record weekly sportscasts for review; produce radio pieces, assist in production of broadcasts; write articles in AP style

SKILLS

Adobe Premiere Pro, InDesign, Audition, Express • Avid Media Composer • Canva • Constant Contact • Sony 4K XDCAM Camcorder
Digital Content Producer: Instagram, X (Twitter), TikTok • Spanish (working proficiency) • Mandarin Chinese (working proficiency)

AWARDS

2026 RTDNA Lou & Carole Prato Sports Reporting Scholarship Recipient

Jan. 2026

- Awarded to a student pursuing a career in radio, television, or digital journalism, by the Radio Television Digital News Association

2025 AAJA Al Young Sports Journalism Scholarship Recipient

Apr. 2025

- Awarded to an AAPI undergraduate pursuing a career in sports journalism by the Asian American Journalists Association

2025 Newhouse First-Year Achievement Award Recipient

Apr. 2025

- Only award for Newhouse first-year students in recognition of excellence in communications, academics, and campus leadership

EDUCATION

Syracuse University, B.S. Broadcast and Digital Journalism, Minor in Sport Management

Dec. 2027/May 2028

S.I. Newhouse School of Public Communications (Dean's List, Founders' Scholar), David B. Falk College of Sport