



CONTACT ME AT



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www.aldentesocial.com



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@sidney__anderson

EDUCATION

Bachelor of Arts, Strategic Communications
School of Journalism & Mass Communication
University of Wisconsin - Madison | 2011-2015

Study Abroad Semester, Rome
John Cabot University, IT | 2013

MY SKILLS INCLUDE:

- Social media fluency (FB, IG, Twitter, TikTok, Pinterest, LinkedIn)
- Social media strategy
- Copywriting
- Campaign reporting
- Paid social media
- Social listening
- Social scheduling tools
- Influencer partnerships
- Crisis communications
- Photoshop, Canva and photo editing
- Conversational Italian

Al Dente Social gets
your audience to bite.
Let's work together!

sidney anderson

social media strategist, writer

ABOUT ME

I am a seasoned social media consultant with 10 years of agency and freelance experience building and executing high-impact social media strategies for big-name food and beverage brands. I offer a range of freelance services to established and emerging food businesses under Al Dente Social.

WORK EXPERIENCE

Social Media Strategist, Writer

Al Dente Social | Dec 2019 - present

Al Dente Social offers a menu of freelance social media and copywriting services that are "just right" for its client's business needs. Each Al Dente Social client receives a unique set of strategies and tactics built to best achieve its individual business goals.

Offerings include:

- Social media & content strategy development, including channel roles, content pillars, key performance indicators and more
- Paid social media strategy & execution, including detailed campaign reporting and real-time optimization
- Social media management, including calendar-building, daily response management, scheduling and reporting
- Copywriting for digital marketing, including social post copy, SEO-optimized website copy, blog posts, newsletters and more

Senior Social Media Strategist

Carmichael Lynch | June 2015 - June 2021

Throughout my tenure at Carmichael Lynch, I gained experience working in every level of the social media landscape for big-name food and beverage clients, starting first as an Intern in 2015 and advancing to Senior Strategist by 2021.

My role included:

- Approaching social media with a brand objective-first mindset, ensuring all tactics ladder up to business goals
- Briefing and working alongside creative teams to create high-impact, engaging social media content curated specifically for each brand's core audience
- Amplifying social content with paid media and reporting on key metrics to inform future optimizations
- Writing social media, blog and website copy in brand voice

Clients serviced:

Arla Cheese, BUSH'S Beans, Castello Cheese, Red Baron Pizza, Edwards Desserts, Freschetta Pizza, Garden of Life, Sherwin-Williams, SUPERVALU's Wild Harvest, Post Consumer Brands cereals and more.



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CLIENTS SERVICED:

CLEAN
SLATE
GERMAN RIESLING

Z
ZARDETTO

le **FAT**bastard

KRIS

ZENATO

Stella

Tul's kitchen
Stories and Recipes from Tuscany

Arla

CASTELLO

Freschetta
Kitchen Fresh Pizza

RED BARON

Edwards

BUSH'S
BEST

Post CONSUMER
BRANDS

WINEBOW
FINE WINE + SPIRITS

NOOM

Cetaphil

BALCONES
DISTILLING

OpenTable

KAYAK

Garden of Life

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