

# Sunny Suaya

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## EXPERIENCE

**Social Media Intern, NBC4 New York Live** | *NBC Universal* | New York, NY June 2025— August 2025

- Thought of, edited and produced trend driven social media content tailored to target audiences, achieving engagement increases of up to 400%
- Strategized and executed social media collaborations with 10+ high profile accounts; including celebrities, businesses and correspondents, to boost engagement and expand audience reach
- Supported videographers and correspondents on 30+ field shoots through production and filming on location social media content, managing equipment, conducting off camera interviews and sourcing b-roll for live broadcasts. Pitched story ideas and daily kickers, coordinate show plans through team communications and collaborate with celebrity guests and publicists to prepare for live broadcasts

**Social Media Team** | *S.I. Newhouse School of Public Communication* | Syracuse, NY April 2024—Present

- Produce and manage content for the Newhouse college's official social pages; serving as a videographer, photographer, interviewer and editor for Reels and TikToks. Create captions, trend based campaigns and recurring segments showcasing student voices, alumni and campus organizations. Track engagement and analytics to guide strategy, contributing to growth from 13K to 16.9K followers, with posts and campaigns consistently ranking among the account's top performing content.

**Primary Recruitment Director** | *Kappa Kappa Gamma Fraternity- Beta Tau* | Syracuse, NY September 2025— Present

- Lead a chapter of 300 women through recruitment teaching practices, marketing our chapter and organizing requirement programs. Develop innovative solutions and during high stress recruitment weeks. Works to ensure a high return rate of potential new members
- Creates social media strategy plans, produce promotional videos and market our chapter to over 1000 potential new members
- Plan and execute themed events and recruitment initiatives, including media days and weekly practices. Creates fashion look books and aligned content to elevate engagement. Oversee social media, creative, graphic design and merchandise committees to ensure cohesive branding and organized execution
- Prepare to hold the Vice President of Recruitment position from November 2026 to May 2027

**Vice President of Business & Host** | *Z89 Radio* | Syracuse, NY September 2023— Present

- Oversees four departments: Social Media, Public Relations, Design and Website. Increased social media engagement through local business partnerships, gaining 1,000 new followers in two months. Manages stations public image. Develops strategies for funding, handles sponsorships and on-air promotions with local businesses. Manages all fiscal aspects of the station. Advocated for and acquired a 140,000 budget
- Radio show host: "The Morning After", airs every Sunday morning. Collaborate with other hosts to design segments and show themes. Develops a weekly song list that is trend relevant. Work with Social Media Manager to create and brainstorm show specific content
- Social media and Public Relations teams: photographs and reports on events while creating graphics in Photoshop and Lightroom. Lead content strategy and oversee branding initiatives

**Social Media Coordinator, Anchor & Producer** | *Citrus TV* | Syracuse, NY September 2023— Present

- Social Media News Producer: Creates and adapts long form news content into engaging short form pieces for Instagram Reels, Stories and X. Produces social media teasers, post real time updates and collaborate with on-air talent to promote packages and features. Makes full newscasts into concise digital pieces that drive an audience to engage and view the full show, increasing linear and digital viewership through targeted marketing and social strategy
- TAP producer: Produced 15+ weekly Instagram Reels showcasing top stories while creating original social content distinct from the newscast. Filmed and edited entertainment segments tailored for digital audiences, collaborating with team members and talent to increase reach and engagement
- Weather Anchor, Executive Producer, Day Reporter: lead on-air coverage with interactive weather graphics, live shots, concise writing in AP Style. Oversee show development and production. Research, write, film, edit and produce multimedia stories

**Content Creator** | *@sunnysuaya @sunnystiktok* | Miami, Florida September 2021— Present

- Develop and produce lifestyle, beauty, makeup and fashion content for personal platforms (13K+ combined followers on Instagram and TikTok), posting daily. Partner with brands including Celsius, Good Molecules, Ogee Luxury Skincare, Bubble, Starry and fashion labels to create sponsored posts, branded media and event coverage. Content has been featured by brands across social platforms and email campaigns to enhance engagement and audience reach

## SKILLS

AP Style · Spanish (Working Communication) · Social Media Analytics · Media Ethics Antica · Podcast Trained · Premiere Pro · Lightroom · Photoshop · Instagram · TikTok · Facebook · Snapchat · X · Word · Teams · Outlook · OneDrive · PowerPoint · Excel

## EDUCATION

**Syracuse University, S.I. Newhouse School of Public Communications**

Bachelor of Arts Broadcast and Digital Journalism

Minor in Information Management and Technology · GPA: 3.9

Syracuse, NY

May 2027