

# SYDNEY ISAACS

## BRAND MANAGEMENT AT HENNESSY, MBA

International MBA graduate with a concentration in Luxury Business Management. 7+ years of professional experience, including management positions. Currently positioned at Hennessy in Paris as part of the marketing team for the Prestige portfolio. Uniquely creative yet technical mindset with strong cross-functional communication skills. Passion for and expertise in brand management, digital, and sustainability.

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Paris, France

## EDUCATION

### SDA Bocconi University

Master of Business Administration with focus in Luxury Business Management, Class of 2023

### Bucknell University

Bachelor of Science in Civil & Environmental Engineering, Class of 2016

### Aesthetic Intelligence: The Foundation

Online course offered by Pauline Brown, adjunct assistant professor at Columbia University Business School (*Project Award Finalist*)

## CERTIFICATIONS

### WSET Level 2 Award in Wine

Wine & Spirit Education Trust certification  
Passed "With Distinction"

## PASSION PROJECT

### Wholesomm Food & Wine Blog | 2017-Present

#### Creator

[www.wholesomm.com](http://www.wholesomm.com)

- Created a brand to promote sustainable dining with a focus on local, seasonal produce and wine pairings
- Self-taught skills for web management: web hosting, HTML/CSS coding, SEO, A/B testing, photography & photo editing, business functions of social media
- Proficient with Google Analytics, AdSense, WordPress, SquareSpace, FloDesk, and other webmarketing platforms
- +70% average annual traffic growth

## INTERNATIONAL EXPERIENCE

### Sustainable Engineering Course | May 2014

Completed 3-week engineering course in New Zealand focused on sustainable design

### Recreational Travel

Indonesia, Italy, Australia, Malaysia, Austria, Spain, France, Portugal, Ireland, Dominican Republic, Bermuda, Canada, France

### Languages

English (Native)

French (Intermediate/Advanced)

Italian (Basic)

Spanish (Basic)

## CAREER SUMMARY

### Hennessy | June 2023 - Present

#### Brand Manager - Prestige Portfolio

Paris, France (Jan-July 2024)

- Contribute to development and implementation of 360 activations, including digital campaigns
- Manage agencies, external partners, and suppliers
- Assist with development of brand strategies
- Curate relevant and purpose-driven limited editions and collaborations using knowledge of international markets

#### Eco-design Project Manager Stagiaire

Cognac, France (June-Dec 2023)

- Developed internal sustainability guidelines for packaging based on international regulations
- Monitored industry trends, competitor initiatives, and technical innovations to identify opportunities
- Created a user-friendly Power BI tool to communicate eco-design KPIs and EPI scores for all products

### We Are Warriors | March 2020 - Feb 2021

#### Digital Marketing Intern

- Curated content for online wellness community launched by American influencer Alexis Ren (17 million followers)
- Developed digital marketing mix strategy across channels to maximize growth and increase engagement
- Integrated e-commerce tool and strategy to drive sales

### HDR Inc. | Feb - Sept 2022

#### Utility Asset Project Manager

- Provided project management assistance for a \$13 million city-wide water meter upgrade effort
- Enhanced project management skills, including budgeting, time optimization, and resource allocation

### AECOM | 2017-2022

#### Environmental Quality Assurance Manager

- Led an 8-person environmental quality assurance team for the construction of a gas pipeline for a private client, a project with a budget of \$8 billion
- Strengthened leadership and team coordination skills

## VOLUNTEER WORK

### The Bulb Mobile Markets | 2020-2022

#### President of the Board

- Board president for a local non-profit providing food insecurity relief and nutrition education to in-need communities
- Managed organization website and marketing campaigns, including digital activations for fundraising partnerships
- Sharpened competency in people management by supporting and coaching a board of six members