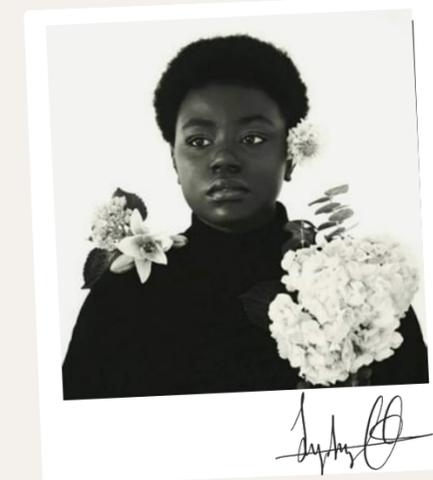
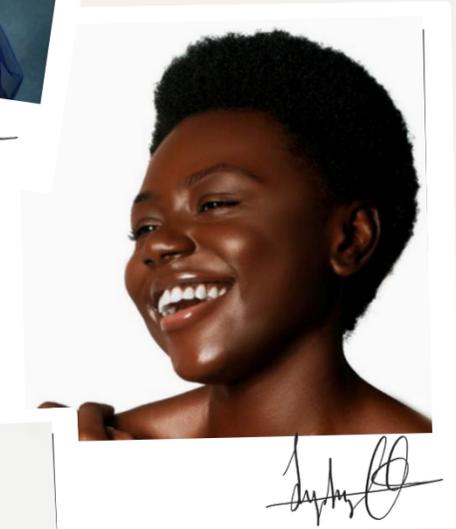


Sydney A. Osei Tutu

Creator. Analyst. Artist.

Sydney.tutu.official@gmail.com

Highly creative social media content creator with 9+ years of experience. Speaks, reads, and writes English and Korean with a superior rating. Superb customer service associate interested in the music business with 5+ years of experience working with teams, researching trends, and collaborating with a diverse population of student organizations. Effective communicator and relationship builder. Highly interested in and passionate about working with industry trendsetters to discover, develop, and assist talent through relevant research, catalog analysis, and social media platforms.



Current Sites

[Instagram](#)

[Flowpage](#)

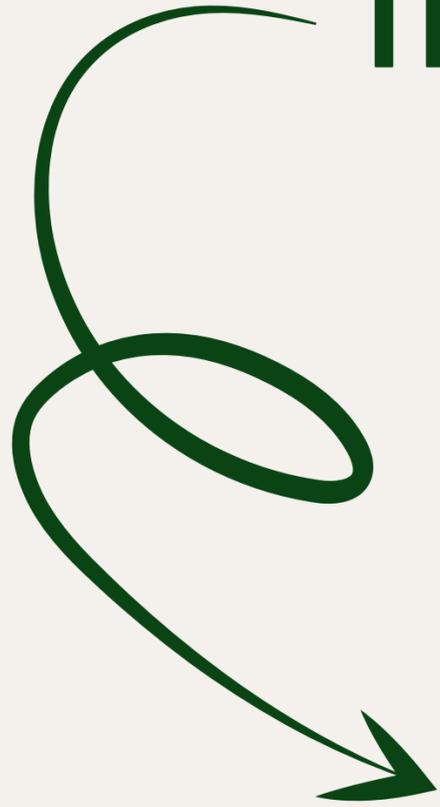
[Website](#)

[VR Therapy Instagram](#)

Independent Musician

Self-Employed

(July 2018 - Present)



- Composed, executive produced, and provided vocals for an original Extended Play album.
- Sourced funding of \$2K+ from various donors via crowdsourcing campaigns.
- Designed and edited album concept, cover art, rollout schedule, and promotional materials.
- Marketed product to 4.1K+ individuals by holding sweepstakes via Instagram, YouTube, & TikTok.

Original Album Artwork

(Created album concept and artwork to promote to Instagram audience, resulting in 6,460 unique user impressions)



Songs to Get Ready to Content Calendar



FRI 7/16
Official Album Artwork

SUN 7/18
Highlight Medley

TUES 7/20
Album Release Party Invite

WED 7/21
Get Ready with Sydney

THURS 7/22
Besties React

FRI 7/23
Lights, Camera, Action!

SAT 7/24
'Songs To Get Ready To' The 1st Mini Album Release 'STGRT' Album Release Party

Sydney Osei Tutu The 1st Mini Album

Album Rollout Schedule
(Allows fans to feel more included in the album process and generates excitement around releases)

Album Inspiration Graphic
(Presented information and promoted curated playlist using a trendy format, leading to 1,175 unique user impressions)

Come celebrate Sydney's 21st bday & the release of her 1st mini-album at the:

Songs to Get Ready to

Album Release Party

COVID-19 Vax Required

Light Refreshments Will Be Served

Saturday, July 24th @ 7 PM

Come Dressed To The Nines! (Pink Preferred)

Live performances, giveaways, interviews, and more!

Listening Party Invite
(Garnered a 21% increase in non-follower engagement)

Songs to Get Ready to

SYDNEY OSEI TUTU

DATE: JULY 24, 2021 REG # 01
TIME: 08:00 PM CSHR # 22133058

ITEM DESCRIPTION	AMT
LAST DANCE <small>CONNIE SUMMER</small>	03:20
I CAN'T STOP ME <small>TWICE</small>	03:26
UNBREAK MY HEART <small>TONE BRAXTON</small>	04:31
JUICE <small>LEZZO</small>	03:16
COMMES DES GARCONS <small>RINA SARAYANA</small>	03:02
END OF THE ROAD <small>ROYZ II MEN</small>	05:31
PSYCHO <small>RED VELVET</small>	03:31
REGULAR TO IRREGULAR <small>MET 127</small>	03:11
CLAIR DE LUNE <small>CLAUDE DEBUSSE</small>	05:03
# OF ITEMS SOLD	9
TOTAL	35:25
BANK CARD *****4578	
APPROVAL CODE 829385	

Barcode and @WHATSYDNEY

SHOUTOUT ATLANTA

LOCAL STORIES

Link in Bio!

Meet Sydney Osei Tutu | Recording Artist | Model | Actress | Playwright



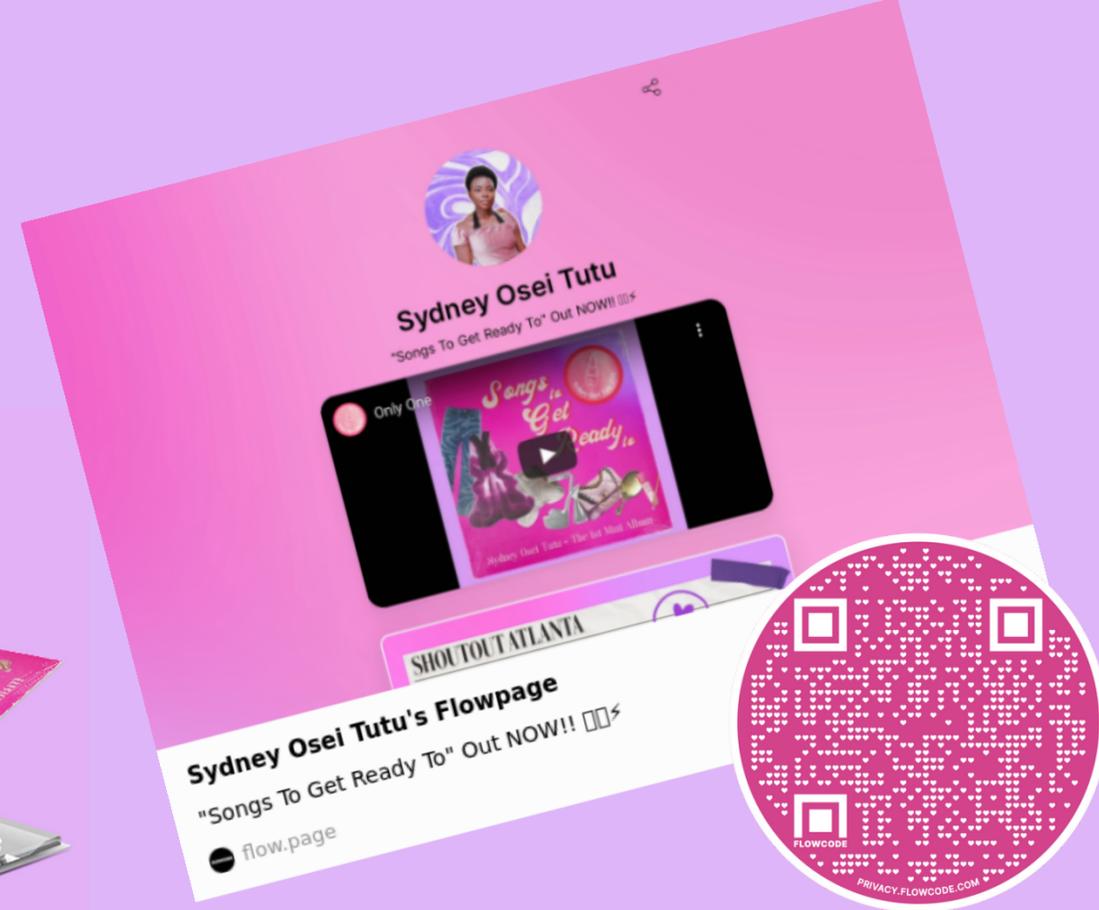
Interview Promotional Graphic
(Alerts fans of promotional interview release while maintaining concept aesthetic)



Tell us more about your career, what can you share with our community?

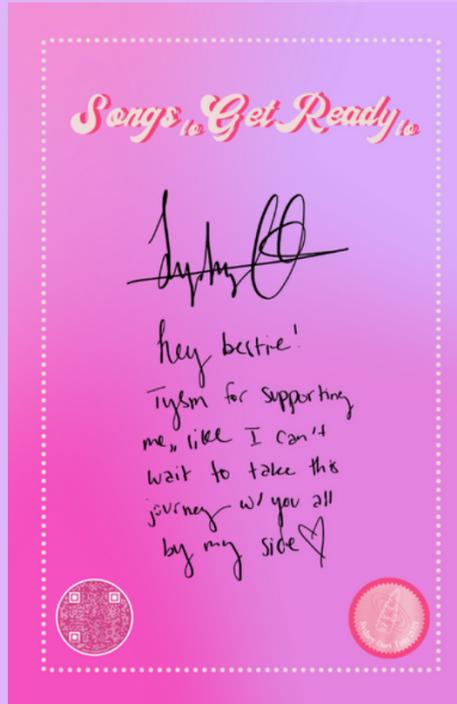
I have been singing and interested in theatre for as long as I can remember. In fact, one of my earliest memories in life is the time I sang for my family the notes to a song I heard a beautiful soprano do earlier that night during a Trans-Siberian Orchestra concert (for those familiar, the song was "Der Hölle Rache" and believe it or not, I nailed it for a four-year-old). Whether it's geeking out over the easter eggs hidden in a Pasek and Paul musical or desperately attempting to sing along to the stratospheric high notes in my favorite Pierce the Veil songs, there are very few moments throughout my day when I am not making music in some capacity. My love for music and theatre has allowed me to write and stage musicals and create pop and R&B tracks that break boundaries by borrowing from my other favorite genres (including, but not limited to K-pop, gospel, screamo, chamber, and folk) all while being one of the most dramatic people I have personally ever encountered.

Songs to Get Ready to



Flowpage
(Makes release-relevant links easily accessible)

Photocards
(Incentivizes interaction with social media content. Sweepstakes contest was held that entered fans who shared official promotional content into a drawing for limited-edition photocards)



- [Photocard Reel/TikTok](#)
- [Album Release Party Reel/TikTok](#)
- [Single Reaction Reel/TikTok](#)

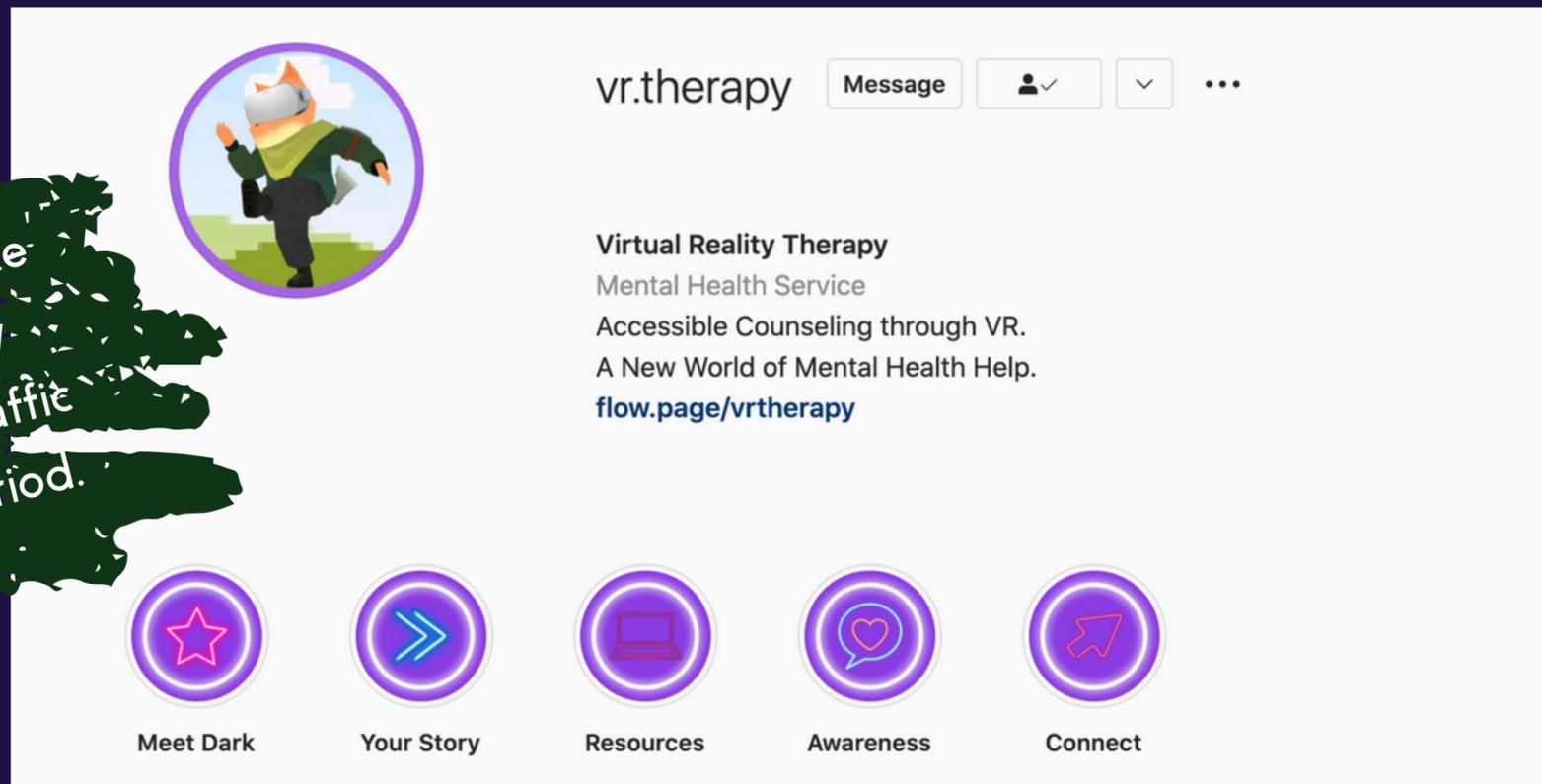
Social Media Manager/Graphic Designer

VR Therapy

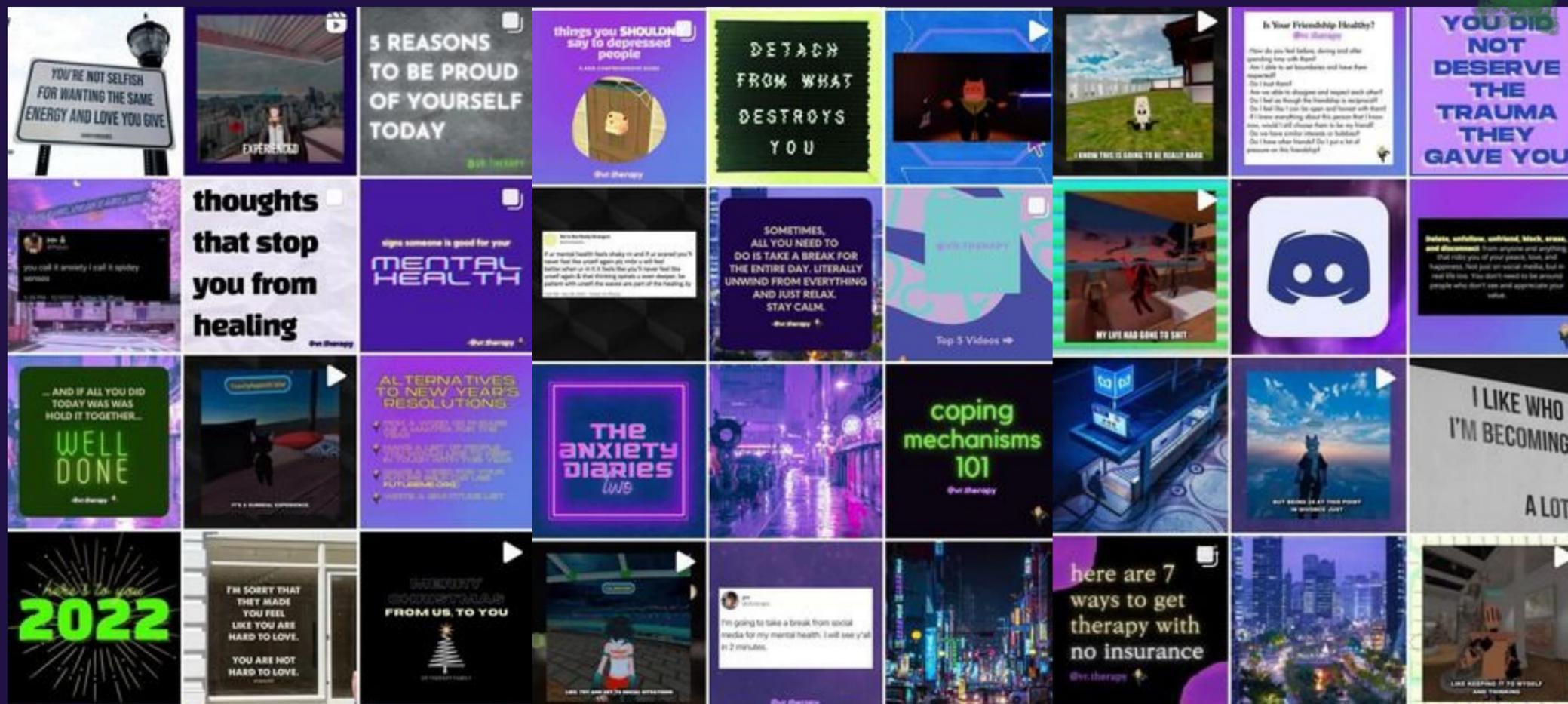
(July 2020 - Present)

- 
- Manages social content on Instagram, TikTok, and Discord to provide individuals interested in gaming adequate mental health resources via virtual reality.
 - Creates and schedules original content to represent the voice of the brand and utilizes Facebook and Instagram Business Suite to promote posts.
 - Researches ecosystem to further understand target audience and define platform goals, resulting in 2K+ user impressions.

Communicates with target audience on social platforms to help grow followings, increasing platform traffic to 7K+ accounts in a 90-day period.



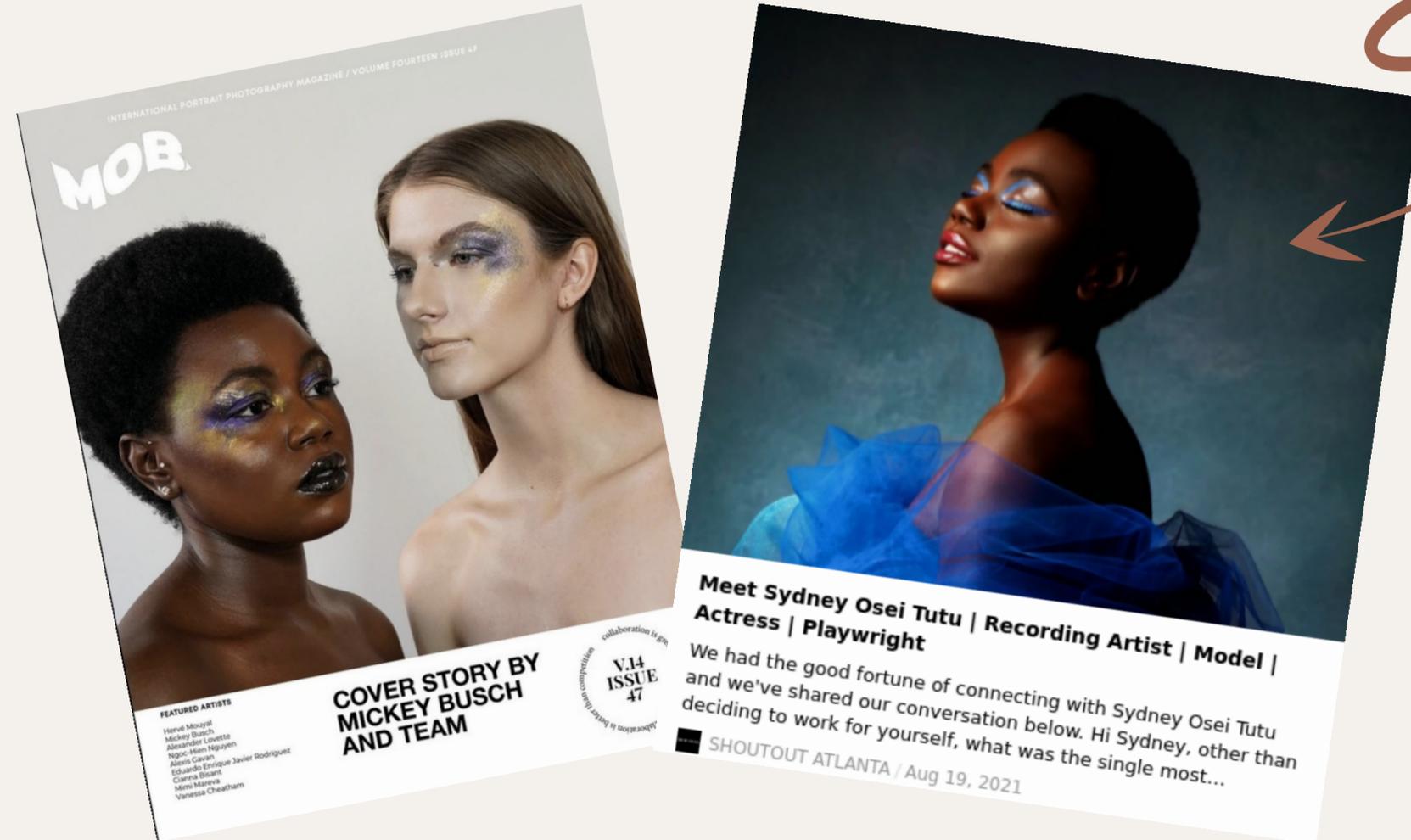
Designed and published six-month treatment to establish brand awareness and increased content interaction on YouTube.



... & So Much More!

The professional "hats" I wear range to a wide variety of things— including (but certainly not limited to):

- Singer
- Songwriter
- Model
- Playwright
- Actor
- Blogger
- Music Critic



(Feel free to click on each role to see examples of each)