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Sydney Howard Profile Feature

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Focus Statement: Junior Sydney Howard balances countless responsibilities and as a UNCC college student with her creative hobbies and passions, while also enjoying her social life with her loved ones.



Meshing creativity and confidence with business and leadership

By: Nellie Errett

Sydney Howard stops and talks to every person she knows while walking through the Atkins Library at the University of North Carolina at Charlotte, greeting them with a smile and asking them about their day, or listening to their grievances. Every person responds with a lit-up face and conversation, laughing about an inside joke

between them and sharing a hug. As a social person, it is no surprise that Howard loves people. “I think people make the place,” Howard said. “So my experience at college would not be the same without the people I’ve met.”

On campus, Howard is well-known for her multiple leadership roles and involvements, yet is humble in her accomplishments. Howard was born and raised in Wake Forest, N.C., and is currently in her junior year studying for a bachelor of science degree in marketing at UNC Charlotte’s Belk College of Business program, while a part of the Business Honors Program. Howard was on the executive board for BHP her sophomore year, a huge time commitment leading other members of the program. The BHP admits 30-40 applicants each year and provides students with academic scholarships, priority housing and registration.

Howard is also a member of the sorority Alpha Delta Pi, and was initiated into the Order of Omega Honor Society, a national leadership organization for fraternity and sorority members. Howard humbly expressed how these organizations have improved her life, never boasting about her achievements. Howard has also modeled, served as managing editor of MIDAS Magazine and was employed at Lenovo for a marketing internship over the summer.

Even with all of the responsibilities, Howard manages to prioritize those in her circle. These friends see a different side of her that outsiders do not. “My life is really centered around work, so I feel like a lot of people view me as someone that’s always working or just really busy,” Howard said. “But the people that really know me, I would say that they would describe me as kind.”

Howard finds friendships and connections with people in all facets of life. This includes her friends from BHP and ADPI, her boyfriend and coworkers. She worked with Jayla Dennis, who was Event Coordinator for MIDAS at the time they were in the magazine together, and created a friendship lasting after their time working at the organization. “She thrives in creative and social environments,” Dennis said. “She is like a busy buzzing bee and makes even the hardest of tasks feel easy.”

Self-expression and creativity is an important aspect of Howard’s life. It blends into many of her passions, including fashion and makeup. Howard started her self-expression journey during the Covid-19 pandemic, her sophomore year of high school. “I really feel like I’ve grown in myself, expressing my style,” Howard said. “I love thrifting. Finding unique pieces that I like and feel myself in is really big to me.”

The search for self-expression ended up bringing her something that benefitted her much in the long run: Confidence.

“I always say, confidence is key.”

The love of creativity and generating ideas seeped its way into Howard’s career choices, as she created a segment called *Lenovo Intern News* during her internship, where she would interview people from different sectors of business to spread awareness about what they do. Howard wanted to make the best of her internship, and increased company morale through her warm spirit. The inspiration behind graduating with a marketing degree stemmed from creativity. Marketing requires idea-making, branding and storytelling for what a company does. The marketing major at UNC Charlotte is more competitive, and Howard explained that to succeed you have to create out-of-the-box ideas that stand out.

Howard enjoys spending her free time with her loved ones, whether that be eating out with them, shopping or watching movies. She considers herself a foodie and loves late-night Taco Bell runs with her friends, whether it's after a sorority chapter meeting or finishing homework. She also loves going to the movies, and according to her boyfriend Caian Pickles, horror movies are her favorite. "She will claim her favorite thing in the world is horror movies, which is funny, because she spends 90% of the time under the covers, cause it freaks her out too much," Pickles said. "She brings a blanket to the movies, and spends most of the time looking at the back of the blanket rather than the movie."

Howard plans to continue with her responsibilities, while balancing her time with those she loves and build closer relationships with the people in her circle. "She is very respected and efficient, and lights up any room she walks in, and makes sure everyone feels comfortable and included," Dennis said.

From Pickles to Howard's friends in passing in the library, the consensus is that Howard is a warm person who truly cares about others.

"I think rain or shine," Pickles said, "she's always able to put a happy face on and be able to be there and help others."