

# BECKY SULLIVAN

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## EDUCATION

James Madison University  
Bachelor's Degree, 2014, **Media Arts & Design**

## SKILLS

Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom, Premiere  
HTML & CSS • Final Cut Pro • Content Management Systems • Microsoft Office Suite  
Nikon, Canon DSLR Cameras • Mac & Windows Operating Systems

## EXPERIENCE

JANUARY 2017 - PRESENT

### SENIOR GRAPHIC DESIGNER *with* WHIP IT MEDIA

- Collaborate with customer service representatives and clients to translate marketing copy and images into effective email design
- Create eye-catching landing pages for email marketing campaigns by writing HTML & CSS code from scratch
- Revise HTML code for email creative and utilize Dreamweaver to host HTML proofs, redirect links, and images on our own servers
- Final email campaigns deploy to 10,000+ individuals
- Utilize Adobe InDesign to design page layout for weekly publication the Fairfax County Times; collaborate with Multimedia Designer to build out the paper each week and meet all expectations and deadlines set by editorial staff and printer; average build is 6-10 pages in less than one business day
- Design client print advertisements and classified print ads for The Fairfax County Times
- Utilize WordPress, HTML & CSS knowledge to manage 10+ websites for Whip It Media's varying departments and products
- Maintain both internal WIM Repository and client-facing "Partner Resources Portal" by keeping files up-to-date and easily accessible
- Led internal marketing project to create www.WhiplItMedia.com; created initial sitemap, sketched out page designs, designed graphics, and utilized WordPress to build the final site
- Spearheaded effort to create www.kates-boylston.com after acquiring the company; collaborated with Publisher to develop a sitemap and wireframe, transferred previous content to new domain names, designed web graphics and page layouts, trained team to utilize WordPress and manage the website
- Awarded Employee of the Month in June 2017 for dedication, drive toward company's success, excellence in design standards and brand management

OCTOBER 2015 - JANUARY 2017

### DIGITAL COORDINATOR / SALES ASSISTANT *with* CUMULUS MEDIA

- Designed web/social media graphics, print advertisements, digital display ads, direct mailers, brochure and program inserts, and promotional signage
- Produced photo and video content for publication on the web and social media to support client campaigns and station events
- Researched, wrote, and published trending/noteworthy stories to mix1073.com
- Utilized WordPress to manage station websites
- Designed and assembled 3-4 weekly email campaigns to advertise station promotions and client content; deployed to 45,000+
- Collaborated with Digital Content Manager to manage digital sales inventory
- Provided administrative support to Market Manager, V.P. of Sales, and Account Executives
- Assisted in managing customer relations with advertisers and agencies
- Prepared and assembled research reports and client presentations
- National sales liaison for orders, production, traffic, and collections
- Assisted the business department with data entry, billing, invoicing, and filing
- Maintained and updated media kits and resources on shared Sales Drive
- Served as front desk support by welcoming visitors to the building
- Screened, routed & responded to general phone inquiries