



# SARA SULLIVAN

Your next creative solution.

## Work Experience

### Student Photographer

AUGUST 2020 - MAY 2021

University of Alabama Athletics Program  
Tuscaloosa, AL

- Quickly adapted to new software platforms including Photo Metchenic, Fetch, Cumulus, Sidearm, Adobe Photoshop.
- Created content for media platforms, website, graphics, and personal university use and efficiently sent content to appropriate media channels for their desired needs.

### Creative Media Internship

JUNE 2019 - AUGUST 2019

LeadAbroad Travel Agency  
Atlanta, GA

- Gathered and communicated information and content from students and representatives abroad.
- Prepared posts and created content using Hootsuite while maintaining guidelines and time frames.

### Photography Director

OCTOBER 2020 - MAY 2021

B+ Foundation  
Tuscaloosa, AL

- Planned events, photoshoots, and attended weekly meetings for one of the largest student organizations on campus to enhance event planning/organizational skills.

### VP of Marketing/Social Media

JULY 2019 - OCTOBER 2020

Shine Bright Organization  
Tuscaloosa, AL

- Built social media platforms from ground up, organized and hosted promotional events to recruit new members, and created merchandise.

### Greek Programming Board Representative

MARCH 2019 - 2018 - APRIL 2019

University of Alabama Greek Programming Board  
Tuscaloosa, AL

- Organized and crafted individual's strengths to create effective teams.
- Planned events and successfully controlled large groups to follow set rules and guidelines.

### Director of Marketing/PR

OCTOBER 2017 - NOVEMBER 2019

Alabama Beta Chapter of Pi Beta Phi Fraternity  
Tuscaloosa, AL

- Introduced and developed a new social media medium (vsco account).
- Posted daily on two social media sites and increased by 4000+.

## EDUCATION

*Advertising & Personal Relations,  
International Studies*  
University of Alabama  
2017–2021

## STUDY ABROAD

*Diversity & Leadership Training*  
LeadAbroad Travel Agency  
May 2019 - June 2019  
Cape Town, South Africa

*International Marketing Program*  
International Business Seminar  
December 2019 - January  
2020, Paris, Germany, London,  
Amsterdam.

## STUDENT/COMMUNITY INVOLVEMENT

20+ student organizations, six different leadership/executive board positions, college fashion and design programs, and many more. Other: Student Merchandising and Design Association, University of Alabama Dance Marathon Morale Team, Read Lead Achieve Holt Elementary Service Volunteer. I also ran my own photography business having over 70 clients and 10,000 photos distributed.

## SKILLS

Skills: Teamwork and Collaboration, Creative Media, Social Media Engagement, Organizational Skills, Problem Solving Abilities, Authentic Communication, Business Travel, Organizing Activities, Trend forecasting, Photo editing.

Software Proficiencies: Google Suite, Microsoft Suite, Fetch, Photo Metechenic, Cumulus, Sidearm, Adobe: Photoshop, Dreamweaver, Indesign, Illustrator, Lightroom. HTML and CSS.

## Relevant Experience / Leadership