

CLAIRE SULLIVAN

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EDUCATION

The University of Texas at Austin	Bachelor of Business Administration, Marketing Minor: Visual Media Overall GPA: 3.49	December 2020
The University of Edinburgh	Business Law in Edinburgh, Scotland	Summer 2018

EXPERIENCE

And Dragons - Producer + Co-Host; Remote April 2021 - July 2022

- Created and hosted a weekly Twitch stream that taught story building and character creation for Dungeons and Dragons
- Executed a system to coordinate communication and deliverables for five guest appearances across three social platforms
- Built and maintained an engaged following on Twitter through trend research, resulting in an average of 236k impressions

The Arrington Method - Creative Strategy Intern; Remote April 2021 - June 2021

- Empowered brainstorming sessions that moved three external programs out of initial ideation and into active development
- Developed a community forum to facilitate communication between five external programs and community members
- Informed brand strategy and connection across different teams to maintain business goals

McCombs School of Business - Peer Advisor; Austin, TX Summer 2017 - Spring 2020

- Maintained calendars and scheduled appointments for ten academic advisors, four study abroad advisors, and two Deans
- Advised 500+ current and prospective students with registration, academics, graduation requirements, and class concerns
- Processed documents such as major declaration requests, course add/drops, and withdrawal forms to improve efficiency

360Training - Marketing Intern; Austin, TX September 2019 - December 2019

- Produced and designed weekly visual content using Illustrator for blog that promotes on five platforms for three verticals
- Organized rebranded graphics with graphics supervisor for company-wide use upon of new branding
- Designed over ten social media post templates for three distinct verticals to communicate individual brand personas

LEADERSHIP EXPERIENCE AND ACTIVITIES

Griffin Farley's Beautiful Minds BBH New York - Participant October 2020

- Collaborated with three strategists across the country on a creative brief to develop client solutions over four days
- 1/60 selected to participate in an integrated strategy bootcamp and pitch competition for GoodCall NY
- Virtually attended seminars on strategy and agency dynamics by top planners in the advertising industry

UT Austin Campus Events + Entertainment: Creative Arts + Theatre

Committee Chair April 2019 - May 2020

- Coordinated event lifecycle for six events, managing 50 creatives, six officers, and six production staff per event
- Transformed an outdated leadership system which resulted in increased communication and attendance for four events
- Advocated for student success and facilitated conflict management between student leaders for positive outcomes

Budgets + Assessments Officer August 2017 - May 2018

- Allocated and recorded invoices to maintain accountability between producers for a committee budget of \$26,400
- Designed a budget tracker using Google Sheets for producers and event coordinators to utilize and keep track of cash flow
- Strategized and successfully presented a budget letter to a council of five university officials to maintain the budget

ADDITIONAL INFORMATION

Computer Skills: Premiere Pro, Illustrator, Lightroom, Procreate, Canva, Notion, Asana, Microsoft Planner/Excel/Word, OBS

Certifications: Google Analytics Certification (2019)

Interests: Theatre, T1D, TTRPGs, Ukulele, Doodling, Clouds

Work Eligibility: Eligible to work in the U.S. with no restrictions