

claire sullivan

storyteller + strategist



contact

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education

the university of texas at austin · BBA in Marketing, Visual Media Minor – Fall 2020

the university of edinburgh · Summer 2018

skills

interpersonal:

Storytelling, Collaboration, Creativity, Photography, Event Planning, Public Speaking, Design, Doodling, Looking at the Big Picture, Curiosity, Character Creation, Improv

technical:

Premiere Pro, Lightroom, Illustrator, Procreate, Canva, Microsoft Office, Tableau, SPSS

interests

Sailing on a J92s
Horseback Riding
Theatre
T1D
Ukulele
D&D
Clouds
Drawing Resume Doodles

experience

creative strategy intern · The Arrington Method

APRIL 2021 – JUNE 2021

- Built a community forum within the TAM website to encourage connection
- Coordinate brand strategy between internal programs to maintain synergy
- Empower brainstorming and ideation for new and potential programs

griffin farley's beautiful minds · BBH NY

OCTOBER 2020

- 1/60 selected to participate in an integrated strategy bootcamp and pitch competition for GoodCall NY
- Collaborated with 3 strategists across the country on a creative brief to develop strategic solutions over 4 days
- Virtually attended seminars hosted by the top planners at BBH and in the advertising industry

marketing intern · 360Training

SEPTEMBER 2019 – DECEMBER 2019

- Created weekly and consistent visual content for external blog that promotes across five platforms for three verticals
- Assisted in designing rebranded graphics and templates for company-wide use upon release of new branding
- Designed over 10 new social media templates across five platforms for three distinct verticals to communicate brands

creative arts + theatre · UT Austin Campus Events

AUGUST 2017 – MAY 2020

committee chair · APRIL 2019 – MAY 2020

- Coordinated the entire event lifecycle for six events during the school year managing 50 members, six officers, and six production staff/event
- Spearheaded a new system for collaborating and brainstorming on new events to broadcast the CA+T brand on campus
- Supported a safe and enriching space for members to create art-inspired productions and events for the UT community

budgets + assessments officer · AUGUST 2017 – MAY 2018

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

bumble bizz case competition winner · Texas AMA

OCTOBER 2018

- Created six new marketing strategies to expand Bumble Bizz
- Developed feasible ideas on how to make networking more approachable for users on Bumble Bizz app and in person
- Conducted and analyzed research in 72 hours to propose achievable outcomes

