**E. Ski Sullivan** | Marketing Communications Leader
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**O V E R V I E W :**

**Senior marketing and communications leader with agency and corporate experience in online and traditional channels**. Dynamic career of management, creative, media and field experience brings a unique “hybrid” perspective to my work. I am as completely comfortable in C-Level presentations as I am in crafting the message. I can fill the seats, manage the conference, create the program and man the podium

* **Marcom and sales team leadership = cohesive process with ground-up accountability**
* **Strategic thinking/mission development = clarity, trackable results and first-rate campaigns**
* **Agency ownership and corporate mgmt tenures = ++performance and process mastery**
* **Creative talent = extensive writing, design, speaking and web/social experience**

**C O R E    C O M P E T E N C I E S :**

• **Writing & Design Skills**

 - Brand & Identity

 - Collateral & Packaging Development

 - Press Releases & Features

 - Blog Writing & Design

 - Copyediting

 - Digital , Print, & Broadcast Content Development & Production

 - Sales Presos (Whiteboard Animations, Prezi, PowerPoint, Video)

• **Online and eCommerce Success**

 - Web Design & Communications Integration

 - HTML, CSS, JAVA, PHP, Wordpress, Dreamweaver

 - SEO & SEM, PPC and Affiliate Promotion & Analytics

• **Social Media Expertise**

• **Strategic & Tactical Planning**

**• Staff & Department Management**

 - Team Architecture & Design, Hiring & Staffing

 - Performance Development & Review

 - Meeting & Communication Management

 - Creative Direction & Planning

 - Budget Planning & Management

• **Public Speaking and Sales Training**

**• Digital, Mobile & Traditional Media Planning and Buying**

**• Photography & Photo-Illustration**

**P R O F E S S I O N A L   E X P E R I E N C E :**

**RogersSullivan Media |** Vice President, Marcom  |  2008 – Present

Directing a marketing/media communications consulting firm to meet the needs of a select group of clients. New business development and ongoing client management, including:

* Strategic advisory and planning
* B2B sales communications
* Internal communications support
* B2C digital, mobile, app, print, outdoor & POP campaigns
* Managing press relations
* Extensive social and web content development
* Advertising/Collateral concept, copywriting, photo-illustration and design
* Intensive social media engagement
* Online/Mobile channel development
* Streamlining existing ad budgets & processes
* Developing hyper-local focus for national/regional clients

**Highlights:**

* Developed modular presentation system for national sales division of multi-faceted publisher promoting 14 platforms including desktop, mobile, direct mail, SEM, reputation mgmt and print.
* Grew contacts:appointments ratios 45% w/ 50% less budget implementing outdoor marketing system for real estate developers utilizing QR codes and mobile web site, online main site and information app to connect “phone in hand” buyers and lease candidates with sales and leasing personnel as well as vital sales content
* Created whiteboard animation system for use in internal, peer and client-facing presentations. Innovative animation with voiceover proved successful for panel discussion at a national conference, spec proposal for a nationally-known restaurant franchisor and a sales presentation at the Paris Air Show

**Semaphore Corp |** Vice President, Communications  |  1995 - 2008

 Developed and directed a virtually-staffed marketing-driven agency. In addition to new business presentations and ongoing client management, responsibilities included:

* Managing press relations
* Extensive concept, copywriting and design
* Web site and online content development
* Advertising/Collateral concept, copywriting, photo-illustration and design
* Social media development and engagement
* Strategic planning and execution
* Led an outsourcing team of U.S., Indian and Filipino support staff for graphic and web design, programming, art production web site SEO, content and affiliate mgmt.

**Highlights:**

* Grew agency sales from $65k to $450k annually utilizing low-overhead, outsourcing staffing model.
* Developed real estate marketing-rescue system for stalled luxury projects in over-built markets. Implemented market-specific guerilla and online opportunities to promote product, developer, key sales agents, suppliers and prospect/customer "bell cows" to drive sales
* Created content-mktg models for B2B/ B2C via webzines, blogs, chat forums, social media & webinars
* Co-produced a third-party auto-response system for building and marketing to client-specific audiences
* Created network of affiliated ad-serving sites to drive revenues and affiliate product offerings from Google, Yahoo, Microsoft, ClickBank, LinkShare and Azoogl

**A D D I T I O N A L   E X P E R I E N C E :**

**The Success Website** |Chief Operating Officer  |  1997 - 2001

Created (w/ two partners) and managed day-to-day operations for the web's first online personal success training company with over 100,000 members in 33 countries.  As COO of a start-up, personally developed the company brand, including all graphical and navigational grids for both the visitor and member areas of the web site. Wrote all copy for visitor and member areas and hosted weekly VOIP sales conferences and implemented a weekly eNews system for pushing out content and affiliate updates.

**Rexall Showcase International** |Independent Agent. International Trainer  | 1994-1997

Independent agent and trainer for international health and supplement marketer subsidiary of Rexall Drugs. Built extensive sales organization with agents in the United States, Hong Kong, Taiwan and Japan.

**Nest Entertainment** |Creative Director  |  1993-1995

Director of in-house marketing/design/advertising agency for animated feature film company and subsidiary marketing arm, Family Entertainment Inc. Hired and managed a staff of 8 designers and writers in creative department and oversaw budgets, corporate communications, packaging, product development and ATL & BTL marketing material development for all divisions.

**Sullivan Group** |Principal  |  1987 - 1993

Launched boutique ad/design firm Dallas, despite economic malaise in oil and real estate sectors. While focusing on higher-design standards, implemented a loss-leadership pricing strategy in addition to a heavy pro-bono project load to rapidly build contact list and portfolio. Staff of five serviced real estate, non-profits, fashion/hair salons, infomercial products, automobile dealers, and annual reports/corporate identity project clients.

**Pacific Realty**  |  Assistant Marketing Director  |  1985 – 1987

**JohnsonSullivan** |  Partner  | 1986-1987

**Information Bureau Inc.** | Marketing Director  |  1983-1985

**Communiqué   |** Copywriter, Creative Rover  |  1982-1983

**USA Records** |  Booking Agent  |  1982

**Argus Communications** | Copywriter  |1981-1982

**E D U C A T I O N & A F F I L I A T I O N S :**

**Drake University | BS Public Relations**

Drake University D Club (Track & CC) | American Institute of Graphic Artists  |  One Club of New York  |  Dallas Society of Visual Communications | Public Relations Society of America  |  Women in Communications  |  Dallas Chamber of Commerce | Arlington Chamber of Commerce  |  Toastmasters International  |  North Arlington Little League Board | Kiwanis International  |  Rotary Club of Taipei  |  WineBloggers  |  TED  |  SXSW | Archimedes Lever Board of Advisors  |  The Family Place  |  Aids Resource Center  | DIFFA  |  Autism Treatment Center