

Amy E. Sullo

Education

Center for Digital Imaging Arts at Boston University

Professional Certificate in Graphic Design
Professional Certificate in Web Design

Waltham, MA

June, 2008
March 2009

Northeastern University

Bachelor of Science: Business Administration
Concentration: Marketing

Boston, MA

April 2005

Honors: Summa Cum Laude, Honors Program, Beta Gamma Sigma Honor Society

Computer skills

Print Design

Mac OS-X, Microsoft Windows

InDesign CS3, Photoshop CS3, Illustrator CS3, Quark XPress 7

Web Design

XHTML, CSS, BBEdit, Dreamweaver CS3, Flash CS3, Basic Javascript, Basic PHP

Microsoft programs

Word, Excel, Outlook, Powerpoint, Publisher

Experience

Instant Sign Center

Graphic Designer

Norwood, MA

June 2008 - Present

- Design a variety of custom signage including window vinyl, engraved plaques, promotional posters, vehicle lettering, and banners.
- Ensure customer-supplied artwork is print-ready. Educate customers on basic print design principles such as file types, font inclusion, etc.
- Provide detailed proof sheets to ensure orders are produced on time and correctly.

Domain Home

Marketing & Advertising Specialist

Norwood, MA

December 2006 – January 2008

- Executed marketing and advertising initiatives including direct mail, catalogs, collateral material, store signage, store opening programs, and all media planning and placement.
- Managed external marketing agency.
- Oversaw print production from start to finish. Tracked deadlines; collaborated with internal departments to verify product information; and quoted projects with multiple vendors to obtain lowest cost.
- Instrumental in the company-wide roll-out of the new 'Domain Home' branding.

ZOOTS

Marketing Coordinator

Newton, MA

May 2005-December 2006

- Managed print production of all marketing collateral, including newspaper inserts, direct mail, statement stuffers, door hangers, and sales kits.
- Supervised in-house graphic designer in creating a variety of effective marketing materials.
- Member of the team responsible for new and acquired store openings. Led all marketing efforts.
- In charge of email-marketing campaign using Exact Target email software.
- Assisted with launch of Z-Best Rewards program to improve loyalty of existing retail customers.

Simon Property Group

Solomon Pond Mall

Marketing Intern

Marlborough, MA

November 2004-April 2005

Burlington Mall

Marketing Intern

Burlington, MA

June 2002-December 2002

- Assisted Director of Mall Marketing in organizing various charitable and promotional events.
- Communicated with retailers to maintain mall web-site at ShopSimon.com.

Yankee Candle Company

Retail Marketing Intern

South Deerfield, MA

June 2004-December 2004

- Assisted with the coordination of events in stores across the country, including the Flagship Store.
- Coordinated graphics and signage for over 300 retail stores.
- Drafted memos to store and district managers to ensure proper and consistent graphics placement.

Walt Disney World

Magic Kingdom Attractions Hostess

Orlando, FL

June 2003-January 2004

- Provided excellent customer service to guests on a daily basis while modeling core Disney values.
- Improved interpersonal communication skills with both guests and fellow cast members.