

Amy E. Sullo

Education

Center for Digital Imaging Arts at Boston University **Waltham, MA**
Professional Certificate in Graphic Design June 2008
Professional Certificate in Web Design March 2009

Northeastern University **Boston, MA**
Bachelor of Science: Business Administration April 2005
Concentration: Marketing
Honors: Summa Cum Laude, Honors Program, Beta Gamma Sigma Honor Society

Computer skills

Mac OS-X, Microsoft Windows
InDesign CS3, Photoshop CS3, Illustrator CS3, Quark XPress 7
XHTML, CSS, BBEdit, Dreamweaver CS3, Basic Flash CS3, Basic Javascript, Basic PHP
Word, Excel, Outlook, Powerpoint, Publisher

Experience

Instant Sign Center **Norwood, MA**
Graphic Designer 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.

Rodman Ride for Kids **Foxboro, MA**
Web Designer March 2009 - Present

- Developed new web site for local non-profit celebrating its 20th anniversary.
- Maintain site at www.rodmanrideforkids.org and update on an as-needed basis.

Domain Home **Norwood, MA**
Marketing & Advertising Specialist 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.

ZOOTS **Newton, MA**
Marketing Coordinator 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.

Simon Property Group
Solomon Pond Mall **Marlborough, MA**
Marketing Intern November 2004-April 2005

Burlington Mall **Burlington, MA**
Marketing Intern 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 **South Deerfield, MA**
Retail Marketing Intern 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 **Orlando, FL**
Magic Kingdom Attractions Hostess 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.