

# Paola J. Sullivan



ENTREPRENEUR & CREATIVE STRATEGIST

## Experience

### Co-Founder, Creative Strategist, Content/Copywriter

**The Third Eye Collective** | 01.2020 - PRESENT

A logo and branding marketing collective focused on building brands with heart and intention.

**Responsibilities & Metrics:** Run and operate a full-service, creative marketing collective, logo, branding, and design for all high-level clients and brands. Brand direction, copy, and management for all brands.

### Marketing Director | Novaeo | 04.2019 - 01.2021

A manufacturer and distributor, owning brands and products in the consumer goods industry, focused on ecommerce marketplaces.

**Responsibilities & Metrics:** Direction for \$16M direct-to-consumer dotcom and ecommerce brands on Amazon, Walmart, eBay, and Target. Implemented brand strategy, sales funnels, campaigns, and communications across diverse media, product categories, and channels, including ecommerce, digital advertising, social media, influencers marketing, and other emerging channels. Lead and developed a staff of 46 across a diverse, global team.

### Social Media Manager | Agency FIFTY3 | 08.2017 - 04.2019

A full-service agency based in Denver, Colorado specializing in the multifamily housing and real estate industry.

**Responsibilities & Metrics:** Managing and supporting the Social Content Team to ensure the team delivered a consistent brand aesthetic and distributed high-quality content strategies across clients' social media platforms to drive engagement, brand awareness, and leads.

### Social Media Associate Manager | Stella & Dot Family of Brands | 10.2015 - 08.2017

A social retail (multi-level marketing and direct selling) platform which includes three companies that span clean beauty, elevated fashion, and one of a kind jewelry.

**Responsibilities & Metrics:** Defining and executing Stella & Dot's three brands' marketing and social media strategies. Managed the development, implementation, and moderation of all online forums/platforms, with the goal of developing a brand identity and gaining awareness and recognition in the market, and inspiring consumers to become brand specialists.

## Skills

- + Brand Building & Storytelling
- + Creative & Content Strategy & Copy
- + Team & Project Management
- + Marketing & Campaign Strategy
- + Social Media
- + Paid Media
- + Google Enterprise Suite
- + Client-Facing Management
- + High-Level Brand Collaboration

## Education

### Youth, Family & Community Sciences + Mental Health Counseling/Counselor

Bachelor of Science with a Dual Master's (M.Ed.) and Educational Specialist (Ed.S.)

**University of Florida**

2020-Present

### Intercollegiate Civil Disagreement Program, Safra Center for Ethics

Senior Fellow

**Harvard University**

2020-2022

### International Relations & Affairs

Bachelor of Arts

**The George Washington University**

2004-2007

## Awards

- 1st Place: **Communicator Campaign Promotional (2018)**
- 1st Place: **W3 Awards Social Campaign (2019)**
- 1st Place: **Vega Awards Real Estate Video (2018)**
- 1st Place: **Marcom Awards Social Campaign (2019)**
- 2nd Place: **Davey Awards Social Marketing (2019)**
- 2nd Place: **Hermes Creative Real Estate Website (2019)**