

Aidan O'Sullivan

<https://aosulliv.wixsite.com/website>

EXPERIENCE

SLAY SONIC, CA, Remote — Marketing and Communications Intern May 2023 - August 2023

- Manage Social Media accounts, oversee content production, and devise marketing strategies
- Weekly articles and spotlight blog posts highlighting musicians
- Organize and design a monthly newsletter about up-and-coming content
- Worked alongside and communicated with the company's CEO to ensure tasks were done promptly
- Market research, campaign management and evaluation

TNH ADVERTISEMENT AGENCY, Syracuse, NY — Strategy Team Member February 2022 – December 2022

- I worked with a team of four creative advertising students to launch new innovative ideas, create graphics for social media posts, and assist in photoshoots.
- Developed creative briefs for Syracuse's local vintage clothing store client: Scholars and Champs, as well as local restaurant Original Grain

20 WATTS MAGAZINE, Syracuse, NY — Freelance Content Writer September 2022 - December 2022

- Created compelling journalistic articles regarding the current state of the music industry, including reviews of new music, analysis of artists and albums, & cultural music news
- Conducted research to use in cultural analysis

PSI UPSILON FRATERNITY, Syracuse, NY — Recruitment Chairman May 2022 - October 2022

- Planned and managed multiple events with potential new Greek members to inform them about the history and values of the chapter
- created strategic pairings between current and potential new members based on academic paths, common interests, and future goals

GENTLE GIANT MOVING COMPANY, South San Francisco, CA — Mover June 2023 - August 2023

BELLHOP MOVING COMPANY, San Jose, CA—Mover June 2022 - August 2022

- Ensured quality customer service in moving customers' items to and from locations in an efficient manner
- displayed high levels of teamwork and leadership, while ensuring jobs were completed on time

Z89 MAGAZINE, Syracuse, NY — Freelance Content Writer September 2023 - Present

- Create compelling journalistic articles regarding pop culture news, and the state of the music industry, including reviews of new music, analysis of artists and albums etc
- Conducted research to use in cultural analysis

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EDUCATION

Syracuse University, Syracuse, NY Communication and Rhetorical Studies
August 2020 - current

SKILLS

Social media platforms such as Instagram, facebook, and Twitter

Creative, technical, and journalistic writing

Microsoft Suites, Google Suites, WordPress, PowerPoint, and Slack

Teamwork, strategizing, and organization

Devising marketing and advertising strategies

AWARDS

The Mary Elizabeth Earle
Endowed Prize: 3rd place essay contest winner

Dean's list recipient in the spring and fall of 2022

ACTIVITIES

Psi Upsilon Fraternity Member: November 2021-Present

London Abroad - Syracuse Program
Spring 2023

Summer 2017-18 volunteer at SF-Marin Food Bank