

# Patrick Sullivan

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## Education

### Oakland University

Graduated: August 2019



Rochester, MI

- Bachelor of Arts, Double Major in Public Relations and Journalism
- Minor in English

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## Work Experience



### Digital Marketing Assistant

Equity Experts, Auburn Hills, MI

October 2019 - Present

- Generate sales leads for our client liaison team
- Create and manage Insightly CRM workflows and contacts
- Work on blog posts, legal updates and a webinar to attract new clients
- Run Facebook, Twitter and LinkedIn social media pages



### Community Engagement Intern

HAVEN, Pontiac, MI

April 2019 - August 2019

- Communicated with and helped organize different volunteer groups
- Worked on recruitment material for incoming volunteers and interns
- Designed marketing handouts and fliers for different programs
- Managed Facebook, Twitter and Instagram social media pages
- Helped prepare for special events, such as the NAACP convention and Summer Camp



### Housing Ambassador

Oakland University, Rochester, MI

April 2018 - August 2019

- Marketed Oakland University Housing to prospective students during summer orientations
- Presented information on University Housing in front of groups between 20-60 people
- Prepared and supervised overnight stays for freshmen students before they moved onto campus
- Answered emails and phone calls regarding questions about on-campus housing



### Web Editor

Oakland Post, Rochester, MI

January 2018 - April 2019

- Redesigned and ran the website for the campus newspaper
- Wrote 51 articles about events happening in and around campus, along with political opinion pieces and satires
- Worked with 6 other editors to publish a total of 20 physical and online versions of the newspaper every week
- Supervised a contributor program that helps train new reporters how to setup interviews and write stories



### Server

Westwynd Bar and Grille, Oakland Twp., MI

May 2017 - Present

- Develop good relationships with customers and coworkers through excellent interpersonal communication skills
- Perform daily assigned duties that helped maintain the upkeep of the restaurant
- Trained 5 new staff members on restaurant policies and procedures

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## Skills

- Excellent written and verbal communication
- Public speaking
- Experience in Microsoft Word, Powerpoint and Excel
- Copywriting
- Certified in Google Analytics and Google Ads Search
- Proficient in Adobe Premiere, Photoshop and InDesign

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## Extracurricular Activities



Volunteer Gardener, HAVEN

August 2016- August 2018



Multimedia Crew, Oakland University

August 2018-April 2019