
ROB SULASKI

Learn More

rsulaski.com

Contact Info

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Social Media Profiles

[Instagram](#)

[LinkedIn](#)

[Twitter](#)

Hard Skills

- Web Development
- Wordpress
- Joomla
- Squarespace
- Smart Etailing
- HTML5, CSS3
- Blog Publishing
- Google Analytics
- SEO
- Email Marketing
- Mailchimp, Constant Contact
- Social Media Marketing
- Facebook Business
- Instagram Business
- Facebook Creator Studio
- Content Marketing
- Copywriting, AP Style
- Buffer, Sprout Social
- Adobe Creative Suite
- Video Editing
- Podcast Production

Soft Skills

- Time Management
- Problem Solving
- Quick Learner
- Self-Motivation
- Team Work
- Customer Service

WORK EXPERIENCE

Project Coordinator, Facets Marketing, Asheville, NC | Aug '19 - present

- Maintain and develop website for Sea Otter Classic and local bike shop
- Manage digital communications for multiple outdoor industry clients
- Run social media and email marketing for multiple clients
- Audit website and digital marketing performance using Google Analytics and SEMrush

Social Media Specialist, Intense Cycles, Temecula, CA | May '20 - present

- Manage social media accounts with more than 220k followers
- Grew Instagram following from 116k to over 121k in less than two months
- Engage audience with quality content, comments and message responses
- Analyze social media and website performance with Google Analytics

Multimedia Developer, Swarm Interactive, Chapel Hill, NC | Jan '18 - Dec '19

- Managed 150 websites using WordPress, Joomla, HTML and CSS
- Produced videos using Adobe programs on variety of medical topics
- Communicated with clients and coworkers to solve problems in a timely manner

Communications Intern, Urban3 / Strong Towns, Asheville, NC | Summer '19

- Carried out inbound marketing for Urban3 through weekly Strong Towns blog posts
- Boosted Urban3 media presence through strategic content creation
- Increased web traffic to Urban3 site by over 25% in three months
- Developed creative brief using Google Analytics data

EDUCATION

University of North Carolina, Chapel Hill, NC | May '20

- Hussman School of Journalism & Media – GPA: 3.42 (3.53 in major)
- BA Journalism – Specialization in Interactive Multimedia

Universidad de Navarra, Pamplona, España | Spring '19

- International exchange program through the UNC journalism school

PROJECTS

Web Developer, Riverbend Forest | July '20

- Developed riverbendforest.com from scratch
- Chose template, organized information, designed and wrote content
- Collaborated with real estate industry expert to make final design and copy edits

Podcast, Student Visa | Spring '19

- Started podcast about international travel and experiences
 - Write, host and produce episodes; develop website and branding; run social media
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