
ROB SULASKI

Portfolio

rsulaski.com

Contact Info

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rob.sulaski@gmail.com

Social Media Profiles

[Instagram](#)

[LinkedIn](#)

[Twitter](#)

Skills

- Social Media Marketing
 - Buffer, Sprout Social
 - Facebook Business Suite
 - Facebook Ads
- Adobe Creative Suite
 - Illustrator
 - Photoshop
 - InDesign
 - Premiere Pro
 - AfterEffects
 - Audition
 - Lightroom
- Email Marketing
 - Mailchimp, Constant Contact
- Web Development
 - Wordpress, Squarespace
 - HTML5, CSS3
 - SEO
- Google Tools
 - Google Analytics
 - Google Ads
 - Google My Business
- Copywriting
 - AP Style
 - Press Release Creation
- Video Production
- Audio/Podcast Production

ABOUT

I am a bike and branding geek. My passion is to craft engaging content and use media strategically to build a strong brand, get more people riding bikes and create a better world.

WORK EXPERIENCE

Digital Marketing Specialist, Gunnison Valley Health, Gunnison, CO | Oct '20 - present

- Plan/execute digital and print marketing campaigns including Google and Facebook ads
- Grow brand awareness through social media, mass email and website
- Communicate internally and externally through website management and print materials
- Grew Facebook and Instagram following by 17% and 26%, respectively (from 10/20 to 4/21)

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

- Developed and implemented social media content strategy
- Increased average Facebook post reach by 330% over three months
- Grew Instagram following from 116k to over 123k in less than three months

Project Coordinator, Facets Marketing, Asheville, NC | Aug '19 - Sep '20

- Maintained website for [Sea Otter Classic](#)
- Developed web pages, implemented SEO and set up web store for [Sea Otter Play](#)
- Audit digital marketing performance for multiple bike clients using Google Analytics

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

- Carried out inbound marketing for Urban3 through weekly Strong Towns blog posts
- Created strategic content that boosted Urban3 web traffic by over 25%

Sales Associate, Epic Cycles, Black Mountain, NC | Summer '20

- Connected customers with the best products and increase sales
- Managed inventory and completed sales with Lightspeed

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

- Managed 150 websites for clients using WordPress, Joomla, HTML and CSS
- Produced videos using Adobe tools such as AfterEffects, Photoshop and others

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 at UNAV School of Communications

PROJECTS

Web Developer and Content Creator, Riverbend Forest | July '20

- Developed and created riverbendforest.com from scratch
- 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
- Wrote, hosted and produced episodes; developed website and branding