

Ramona Sullivan

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Communications Professional · I believe *all* stories deserve to be told equitably and justly

EXPERIENCE

Pacers Running

May 2022- PRESENT

(Oct. 2024-Present) Georgetown Assistant Manager

- Head weekly internal communications amongst store staff to provide up to date information on store performance, product updates, events, and other important store news
- Manage day-to-day upkeep of store to provide best in class customer service
- Execute daily back of house tasks including transfers, inventory scans, and opening & closing procedures

(Oct. 2024-Present) Community Team Lead

- Plan and execute community activations including shoe demos, social runs, and race-day cheering stations to drum up excitement and loyalty for the Pacers brand

(May 2022-Oct. 2024) Fit Specialist

American University Athletics

Aug. 2023- Aug. 2024

(Aug. 2023-Aug. 2024) Communications Assistant

- Responsible for producing game recaps and previews, athlete features, game notes, athlete bio updates, and other professional writing content for a variety of athletic events across the university's 16 intercollegiate programs
- Posted live updates on Instagram and X accounts for teams during matches including in-game graphics, updates, and video highlights
- Game day staff and administrative support: media liaison, game statistics, social media

The Rival American

Jan. 2021 - May 2023

(June 2022-May 2023) Editor-in-Chief

- Oversaw 15-20 person staff to ensure timely and consistent production of articles and social media content
- Headed strategic direction of publication including promotional content and social media
- Grew Instagram following by 20% and web traffic by 15% over previous academic year

(Sept. 2021-June 2022) Section Editor

(Jan. 2021 - Sep. 2021) Staff Writer

EDUCATION

American University

May 2023, Aug. 2024

(Aug. 2024) Master's of Strategic Communications

- GPA: 3.96
- Division 1 Cross Country & Track

(May 2023) Bachelor's of Philosophy & Political Science

- GPA: 3.94, Summa Cum Laude
- Division 1 Cross Country & Track: Patriot League Outdoor Track Scholar Athlete of the Year (2023), league record 9x Academic All-Patriot League, American University Top Senior Athlete (2023), 2x All-Patriot League, 5x team MVP
- Activities and Societies: The Rival American, Juris Mentem Law Journal (Communications Director)

Skills and Proficiencies

- Adobe Suite: Photoshop, InDesign, Illustrator, Premiere
- Digital Analytics: Hootsuite, Meltwater
- Website Management: Squarespace, WordPress, SideArm
- Digital & Social Media