Cristina Sullivan

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EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC   May 2026
Bachelor of Science in Information Science
Bachelor of Arts in Journalism and Media (Advertising and Public Relations concentration)
- GPA 3.8/4.0 | Honors: Covenant Scholar; Dean's List (all semesters)

EXPERIENCE

SAS – Cary, NC   May 2025 – Present
Learning Design and Development Technical Intern
- Develop AI-generated instructional videos using command prompts, edited with Camtasia and Adobe Premiere Pro, for internal learning platforms and public-facing content on YouTube and SAS website.
- Collaborate on the creation of accessible learning products for SAS software users, incorporating instructional design, graphic/web design, and video production best practices.
- Create and maintain VTT and HTML files utilizing Adobe Dreamweaver to meet accessibility standards (e.g., closed captions, transcripts).
- Build, design, and test interactive learning content using Articulate Rise, ensuring consistency with SAS brand standards and usability expectations.
- Assist in filming educational content in collaboration with on-camera talent and production teams using professional-grade studio equipment.
- Collaborate with a cross-functional team of designers, developers, and instructional experts to deliver high-impact educational content for users.
- Designed and presented a project board at the SAS Intern Expo, showcasing outcomes that highlighted the intersection of design, learning, and brand storytelling.

Freelance – Raleigh, NC   April 2023 – Present
Photography/Social Media and Content Creation
- Assist in managing social media content strategy for a small local band developing brand voice, visual identity, and audience engagement across Instagram and TikTok.
- Design promotional posters and digital assets using Procreate, Adobe Photoshop, and Illustrator to support event marketing and online visibility.
- Analyze engagement metrics and adjust content strategy to maximize reach and audience interaction.
- Coordinate event bookings and promotions, supporting live performances and local audience growth.
- Capture and edit photography and video for live performances and promotional content for The Taylor Sharp Band and other local artists, producing high-quality visuals for social media.

UNC College of Arts and Sciences – Chapel Hill, NC   August 2023 – May 2025
Website Development Assistant
- Collaborated within a team environment to design, develop, and maintain WordPress websites ensuring alignment with brand standards and user experience best practices.
- Utilized proficiency in HTML, CSS and Bootstrap to customize WordPress themes and plugins, optimizing site functionality and performance.
- Conducted thorough testing and debugging to identify and resolve issues, ensuring websites were error-free and met university branding, quality and accessibility standards.
- Implemented responsive design principles to ensure websites functioned seamlessly across various devices and screen sizes, enhancing accessibility and usability.
- Leveraged design tools such as Adobe Photoshop, Illustrator, XD and Figma to create detailed mockups and wireframes, providing visual representations of website layouts and features.

RELEVANT COURSEWORK AND CLIENTS | Full samples are available on my website.

MEJO 634 – Public Relations Campaigns (Capstone)   January 2025 – May 2025

PR Volunteer for American Association of Retired Persons (AARP)
- Developed a full-scale PR campaign for AARP in California, including audience research, strategic planning, and KPI development in a collaborative team.
- Created campaign deliverables such as social media posts, influencer collaboration suggestions, event recommendations, and a published article.
- Designed budget plans and evaluation metrics to measure campaign effectiveness.
- Presented campaign strategy to client, demonstrating professional communication and stakeholder engagement skills.

MEJO332 – Public Relations Writing   January 2024 – May 2024

PR Volunteer for Chipster
- Produced deliverables all semester to client to enhance online presence and increase donations.
- Developed communication audit to organize non-profit and establish areas of opportunity.
- Wrote news release, fact sheet, and additional content as promotional material for client use.
- Collaborated with team members to gather information on organization for WordPress website.
- Created graphic design for website and social media. In addition, created custom demo and tutorial video.
- Edited and corrected word usage and grammatical mistakes on various deliverables.

MEJO 379 – Advertising and Public Relations Research   August 2023 – December 2023

Advertising Research Volunteer for Cat Tales Cafe
- Conducted qualitative and quantitative research. Including surveys, focus groups, and usability tests of website and social media.
- Generated key audience insights, such as price sensitivity among college students and the emotional draw of interacting with animals.
- Developed strategic marketing recommendations, including a student discount program, an emotionally resonant social media campaign, and promotion of the cafe's social/entertainment aspects.
- Presented findings and strategies to the client via professional PowerPoint presentation, demonstrating actionable, research-driven marketing solutions.

SKILLS

Marketing & Content Creation: Social Media Management, Content Strategy, Campaign Planning, Brand Development, Copywriting, Graphic Design, Video Production, Photography, Storyboarding, Analytics, User Experience (UX)
Technology & Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, XD), Procreate, Figma, Camtasia, Articulate Rise, WordPress, HTML/CSS, Microsoft Office Suite (Word, Excel, PowerPoint), Python, SQL
Other: Data Analysis, Survey & Focus Group Research, Accessibility Compliance, Usability Testing, Project Management, Organization
Languages: Spanish – Conversational speaking; fluent in reading and comprehension